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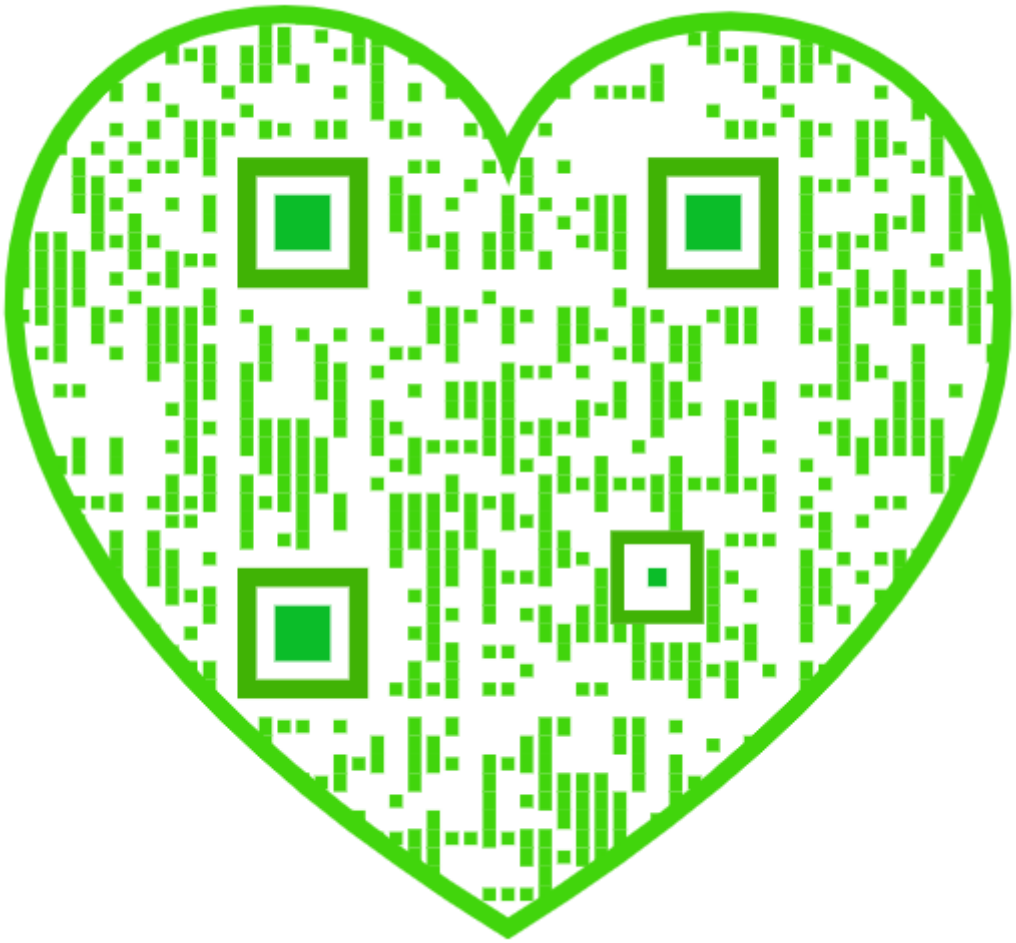

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Master Negative Storage Number

PSt SNPaAg174

CONTENTS OF REEL 174

1) The Tobacco world, v. 35, 1915
MNS# PSt SNPaAg174.1

Title: The Tobacco world, v. 35

Place of Publication: Philadelphia, Pa.

Copyright Date: 1915

Master Negative Storage Number: MNS# PSt SNPaAg174.1

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090 20 Microfilm D344 reel 153.1-190.5 $cmc+(service copy, print master, archival master) $s+U22V1X1902-U22V20X1902+U22V22X1902-U22V33X1902+U22V35X1902-U22V51X1902+U22V53X1902-U24V42X1904+V24V44X1904-U25V44X1905+U25V46X1905-U26V42X1906+U26V44X1906-U26V48X1906+U26V50X1906+U27V1X1907-U28V11X1908+U28V13X1908-U63V6X1943+U65V1X1945-U65V12X1945
130 0 Tobacco world (Philadelphia, Pa.)
245 14 The Tobacco world
260 Philadelphia, [Pa. $bs.n.]
300 v. $bill. $c38 cm.
310 Monthly $bApr. 1936-
321 Weekly $b<1902>-1909
321 Semimonthly $bJan. 1910-Mar. 15, 1936
500 Description based on: Vol. 22, no. 1 (Jan. 1, 1902); title from caption
500 Published by Tobacco World Corp., Philadelphia, Pa., <19__>-
500 Some combined issues
500 "Devoted to the interests of importers, packers, leaf dealers, tobacco and cigar manufacturers and dealers."
500 Occasional missing and mutilated pages
515 Vol. 22, no. 38 (Sept. 17, 1902) mismarked as v. 22, no. 37; vol. 52, no. 14 (July 15, 1932) mismarked on cover as v. 54, no. 14
533 Microfilm $mv.22,no.1 (1902)-v.22,no.20 (1902),v.22,no.22 (1902)-v.22,no.33 (1902),v.22,no.35 (1902)-v.22,no.51 (1902),v.22,no.53 (1902)-v.24,no.42 (1904),v.24,no.44 (1904)-v.25,no.44 (1905),v.25,no.46 (1905)-v.26,no.42 (1906),v.26,no.44 (1906)-v.26,no.48 (1906),v.26,no.50 (1906),v.27,no.1 (1907)-v.28,no.11 (1908),v.28,no.13 (1908)-v.63,no.6 (1943),v.65,no.1 (1945)-v.65,no.12 (1945) $bUniversity Park, Pa. : $cPennsylvania State University $d1998 $e38 microfilm reels ; 35 mm. $f(USAIN state and local literature preservation project. Pennsylvania) $f(Pennsylvania agricultural literature on microfilm)
590 Archival master stored at National Agricultural Library, Beltsville, MD : print master stored at remote facility
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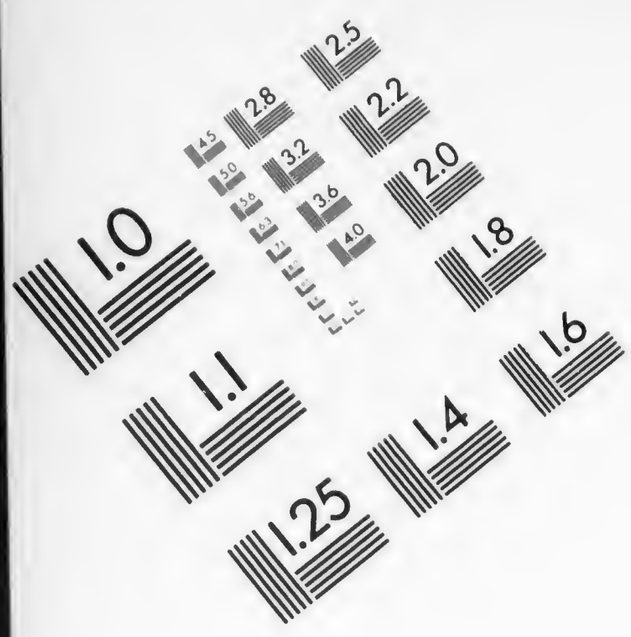

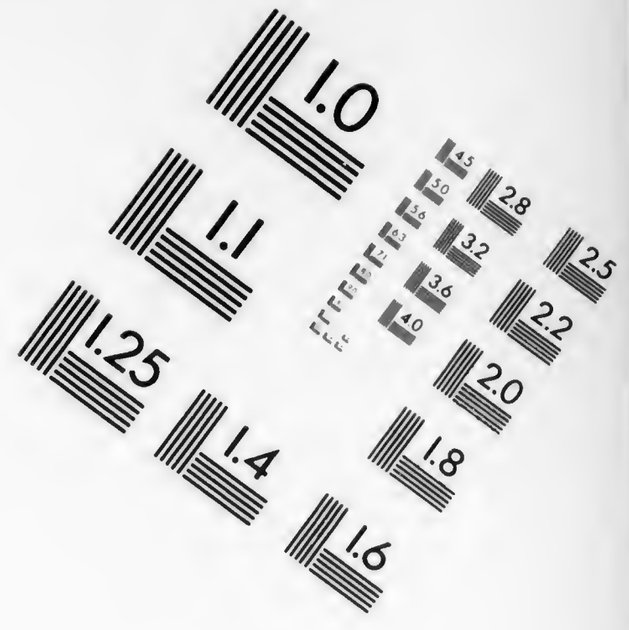

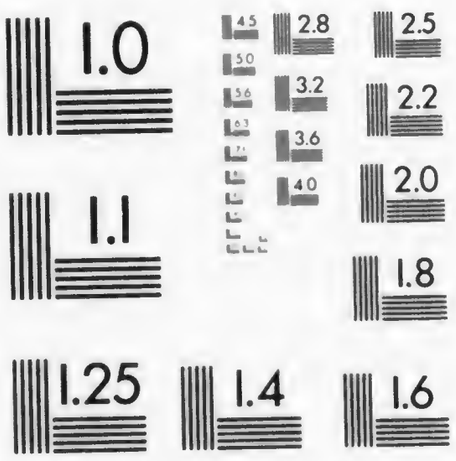

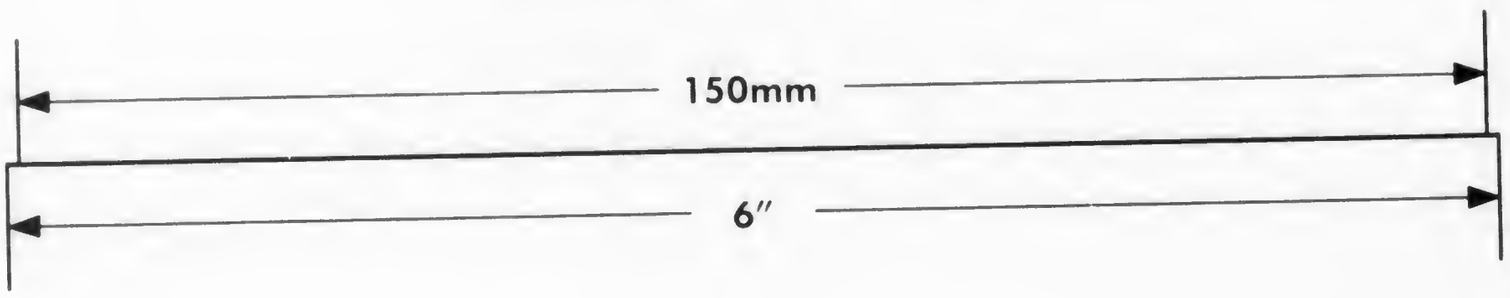

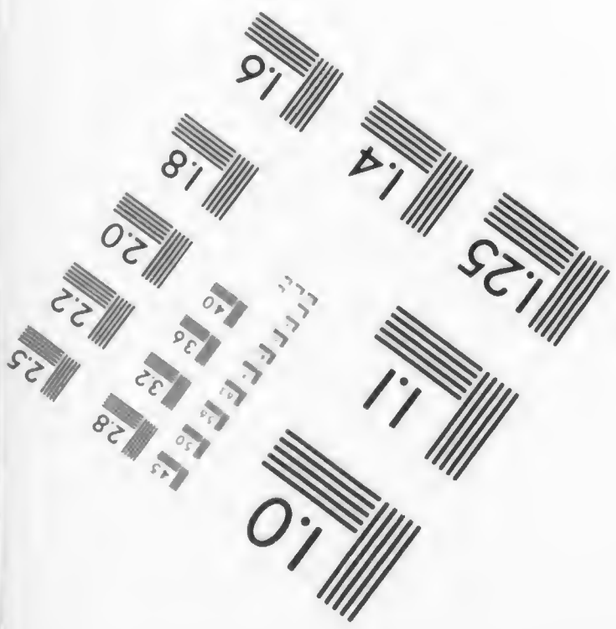

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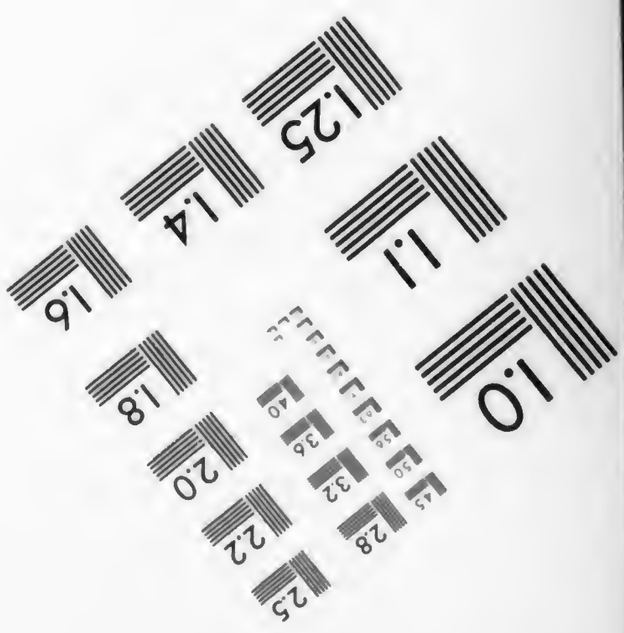

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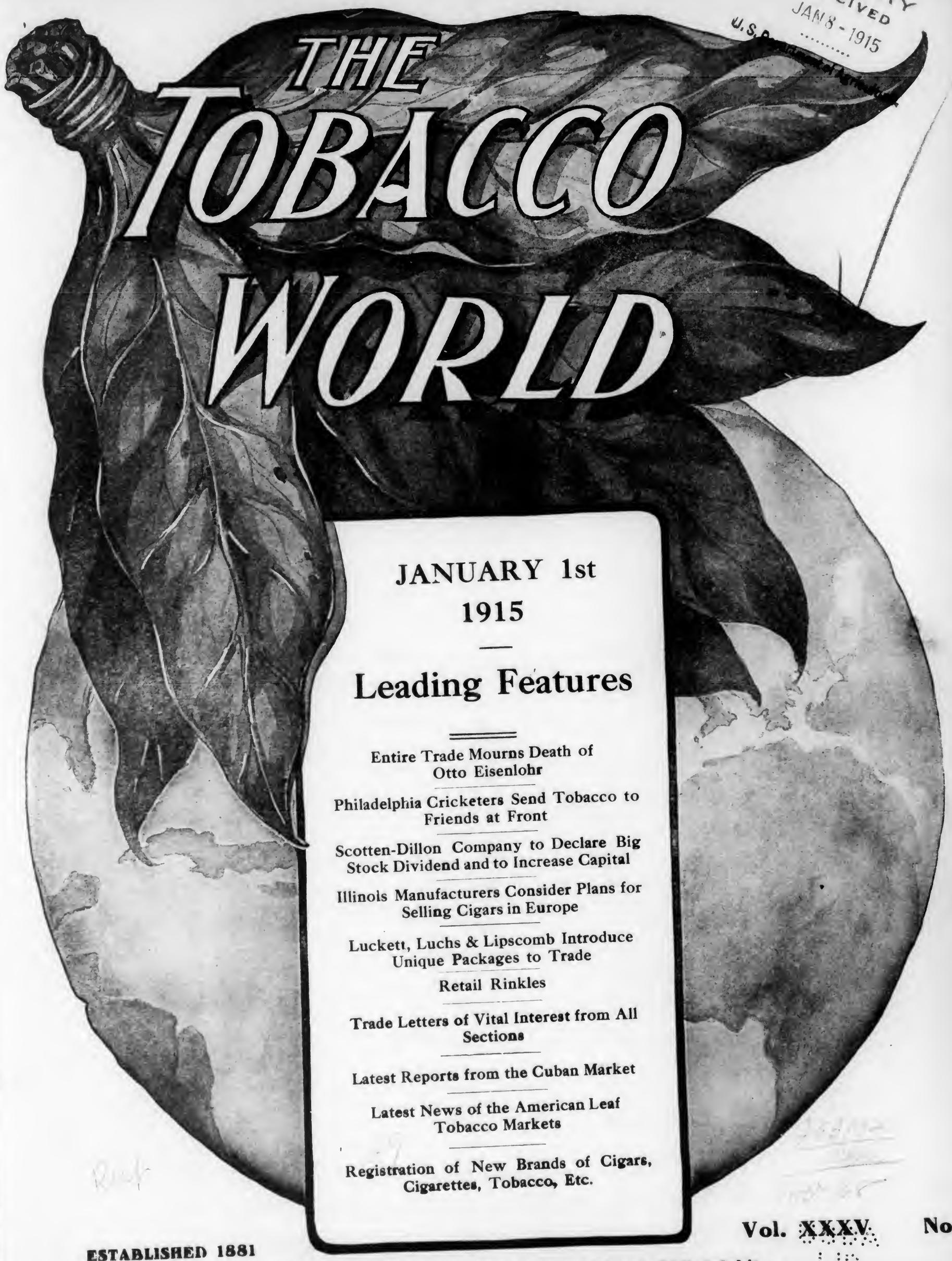

JANUARY 1st
1915

Leading Features

Entire Trade Mourns Death of Otto Eisenlohr

Philadelphia Cricketers Send Tobacco to Friends at Front

Scotten-Dillon Company to Declare Big Stock Dividend and to Increase Capital

Illinois Manufacturers Consider Plans for Selling Cigars in Europe

Luckett, Luchs & Lipscomb Introduce Unique Packages to Trade

Retail Rinkles

Trade Letters of Vital Interest from All Sections

Latest Reports from the Cuban Market

Latest News of the American Leaf Tobacco Markets

Registration of New Brands of Cigars, Cigarettes, Tobacco, Etc.

ESTABLISHED 1881

Vol. XXXV. No. 1

PUBLICATION OFFICES: 236 Chestnut Street, Philadelphia

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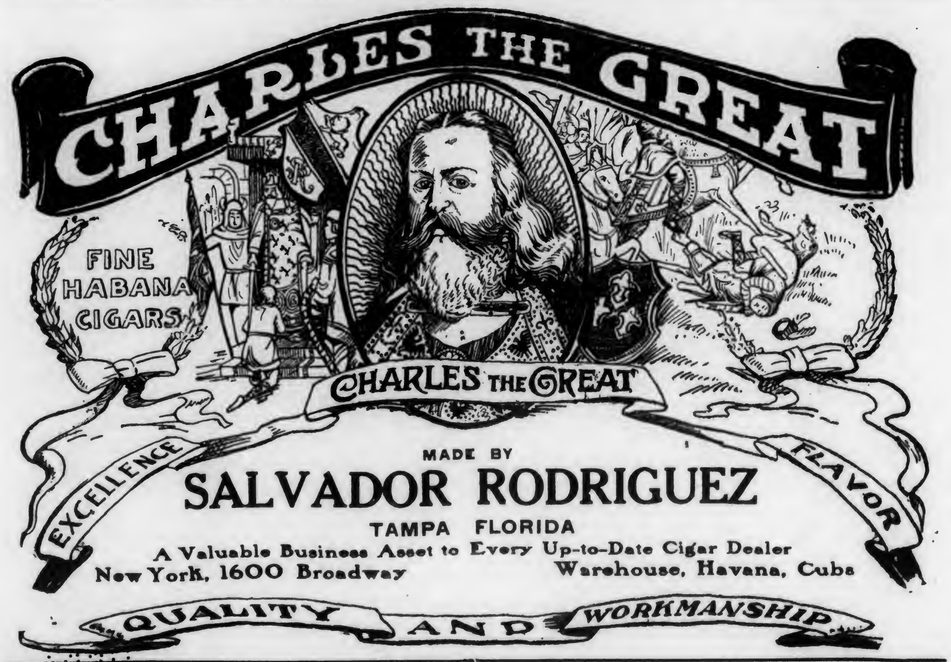

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10c CIGAR

Blunt and Club, in the popular 10-top $\frac{1}{20}$-packing. Same real Portuondo quality at the right price. . . . . .

Juan F. Portuondo

Cigar Mfg. Co., Philadelphia

SOL HABANA

Behrens & Co.

Havana, Cuba
Consulado 91-93

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always a little better than Havana's Best

New York Office
80 Maiden Lane

LA DEVESA DE MURIAS HABANA

The Original and Genuine

Central Union

Smoking Tobacco in a New Cut

Packed in a Pocket-proof Package

1½ ounces—5 cents

United States Tobacco Co.
RICHMOND, VA.

For Gentlemen of Good Taste

San Felice
CIGARS

The Deisel-Wemmer Company
LIMA, O.

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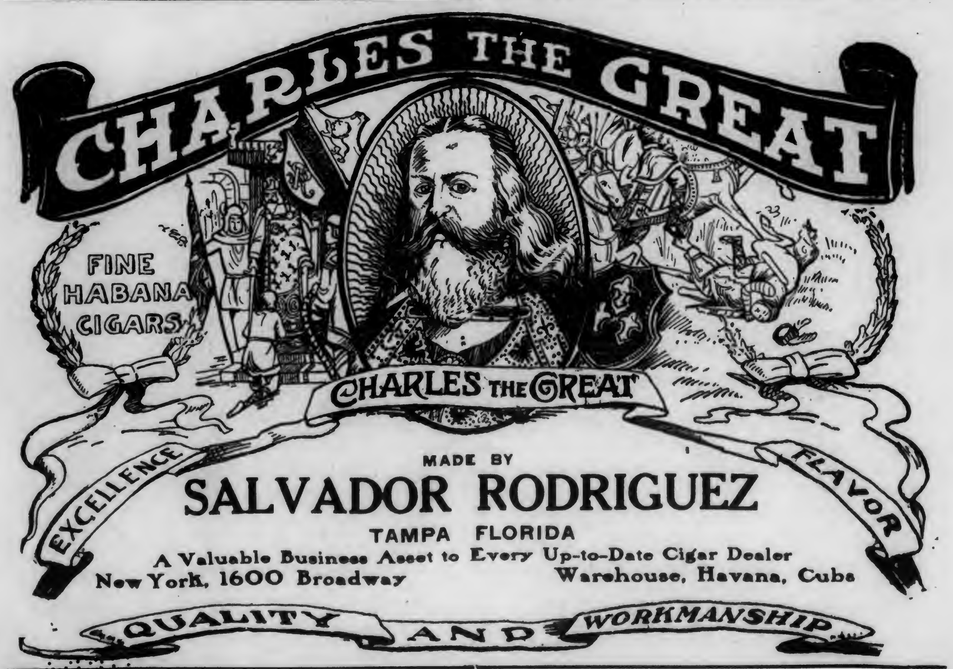

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1½ ounces—5 cents

United States Tobacco Co.
RICHMOND, VA.

For Gentlemen of Good Taste

San Felice CIGARS

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LIMA, O.

INTENTIONAL SECOND EXPOSURE

EISENLOHR'S
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PHILADELPHIA

Quality Paramount

CELEBRATED

H. UPMANN CIGARS

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Strictly Independent Manufacturers

CHAS. LANDAU

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YES DE ESPAÑA

Clear Havana Cigars

Lopez Hermanos

Makers

New York Office: 250 Fourth Ave.

Factory: Tampa, Fla.

Rings the Bell Every Time!

What bell?

Why, that little bell on the cash register!

UNION LEADER has rung it millions of times, with millions of dimes.

And there are millions more where they came from!

"The Big Ten Cent Tin"

For Pipe or Cigarette

Also in Glass Tumblers, 10c; Glass Fruit Jars, 25c and 50c

UNION LEADER

Redi-Cut

P. LORILLARD COMPANY—Est. 1760

COPENHAGEN

Chewing Snuff

We guarantee Copenhagen Snuff is now and always has been absolutely pure.

It is made of the best, old, rich leaf tobacco. The Snuff Process retains the good of the tobacco and expels the bitter and acid of natural leaf tobacco, making Copenhagen the **World's Best Tobacco for Both Chewing and Snuffing.**

Whenever a dealer has any difficulty in obtaining his supply of Copenhagen Chewing Snuff satisfactorily, we will help him if he will write us.

WEYMAN-BRUTON COMPANY

50 Union Square North New York, N. Y.

GIRARD

14 SIZES

10¢ AND UP

¶ Roig's and Girard Cigars are made **RIGHT** in Philadelphia, and smoked with pleasure everywhere.

ESTABLISHED 1871

MADE RIGHT IN PHILADELPHIA

Antonio Roig & Langsdorf, Philadelphia.

ROIG'S 5¢ CIGAR

NEED WE SAY MORE OF

Flor de Jeitles CIGARS

5-CENT CIGARS

That have won their way by absolute merit of quality

JEITLES & BLUMENTHAL, Ltd.
PHILADELPHIA

INCREASE YOUR SALES IN 1914

BY STOCKING

"Our Principal"

A Nickel Cigar of Merit

Smokes Well
Sells Well
Pays Well

TRY THIS LINE

"Our Principal" Cigars give the retailer good profits, and the smoker complete satisfaction.

Back of **"Our Principal"** brand stand our principles. We believe in putting honest goods in our cigars, we manufacture under the most sanitary conditions.

More dealers sold our leading brand in 1913 than ever before. We will make a new record in 1914.

Write to-day for terms.

J. W. BRENNEMAN, Manufacturer, Millersville, Pa.

Repeats Like a Winchester

5c.-Rocky Ford Cigars-5c.

Delicious Flavor
Made at our Newark, N. J. Factories

We also manufacture at our several factories located at Pittsburgh, Pa. the celebrated

[Pittsburgh "FAMOUS" Stogies]

The jobber's biggest asset in the 2 for 5c. line.

Our 2 for 5c. and 3 for 5c. lines of CIGARS and STOGIES are so extensive that space does not permit mentioning

Write for full information and prices

UNION AMERICAN CIGAR COMPANY

28th and Smallman Sts. Pittsburgh, Pa.

G. S. Nicholas & Co.

41 and 43 Beaver Street, New York

DIRECT IMPORTERS of the highest grades of Cigars manufactured by the

Independent Factories of Havana

all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

Price List Mailed Upon Request.

Graham Courtney

"MILD HAVANA BLEND"

They Lead the Leaders

26 SIZES

Acker, Merrall & Condit Company

135 West 42nd Street, New York

GREATEST SUCCESS IN HABANA'S CIGAR HISTORY

ROMEO Y JULIETA

RODRIGUEZ, ARGUELLES & CO.

A Success of Quality

THIS FACTORY HAS TODAY THE ENORMOUS PRODUCTION OF 85,000 CIGARS A DAY. IN DEMAND BY CONNOISSEURS IN EVERY COUNTRY OF THE WORLD

U. S. Representative: Wm. T. Taylor, 93 Broad St., N.Y. City.

EVARISTO HERRERA, SAN MIGUEL 85 HABANA, CUBA

Manufacturer of the celebrated Habana Cigar Brands

Flor de P. A. Estanillo
Flor del Fumar
Elite

CORRESPONDENCE — JUST THINK-5¢ BUYS A **LA FAMOSA** EQUAL TO ANY MILD 10¢ **CIGAR** — SOLICITED

E. Kleiner & Co., Makers, New York

Fifth Avenue Cigarettes

The Union Made Cigarette of Quality Bearing Union Label

Ten cents per package of ten. Mouthpiece, Cork Tip, Plain

Live Distributors Wanted

I. B. KRINSKY

207 North 4th Street . . . BROOKLYN

THE **Key West Cigar Factory**

Factory No. 413, KEY WEST, FLA.

Office and Salesroom:
43 to 47 W. 33d St., New York

The Standards of America:

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs

MANUFACTURED BY

GEORGE W. HELME CO., 111 Fifth Ave., New York

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CARDENAS & CO.

Main Offices and Factory: 102 Galiano Street Havana
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New York: 3 Park Row

DAVE ECHEMENDIA, U. S. Representative

T. J. DUNN & CO.

Makers of

The New Bachelor Cigar

401-405 E. 91st Street, New York

HAPPYLAND

We live but once. Let us partake of Earth's Good Things as we travel this road that leads to a Far-off Country. Verily, Fellow-pilgrims, Life is Happyland for him who smokes

EL ROI-TAN

Most all dealers sell the **Roi-Tan.** The dealer who does **not,** hurts himself—because **Roi-Tan** is more often called for than any other cigar.
Modern merchandising requires getting maximum efficiency out of capital by quick-turning goods. The **Roi-Tan** fills the bill perfectly, because it is the **fastest** seller in the world.

Mr. Dealer, count the calls for Roi-Tan

HONESTLY ADVERTISED NOT MISLEADING

LA SARAMITA

Broadleaf
Wrapped
Havana
Cigars

Real Havana
Tobacco
Skillfully Blended

Pre-eminent
by Comparison

THE SHIELDS-WERTHEIM COMPANY, Cleveland

Exact Fac-simile of the Government Stamps on Cigars, Cut Tobacco and Cigarettes, issued by the Government of the Republic of Cuba, according to the Law of July 16th, 1912.

THE ABOVE STAMP IS USED FOR CIGARS AND CUT TOBACCO

All manufacturers are compelled to affix these Stamps on all boxes of Cigars, packages of Cut Tobacco, as well as packs of Cigarettes, which are manufactured by them, and which constitute an absolute guarantee to the smokers, that the Cigars, Cut Tobacco or Cigarettes contained therein, are of Genuine Cuban Origin, made by Expert Havana Cigarmakers and Tobacco Workers.

THE ABOVE STAMP IS USED ON ALL PACKAGES OF CIGARETTES

The COLOR of THE ABOVE STAMPS is GREEN

M. E. Caule, 156 Water Street, New York, Representative for the United States, of the Union of Manufacturers of Cigars and Cigarettes of the Island of Cuba, is duly authorized to prosecute any falsification, or colorable imitation of the above stamps by law with the assistance of the Cuban Minister at Washington.

LA FLOR DE R. A. BACHIA Y CA. MARK HABANA

BACHIAS
Havana Cigars
For Men of Means
Renowned for Uniformity

IDENTIFIED BY THE GREEN AND GOLD BAND
R. A. BACHIA & CO.
47 West Sixteenth St. New York

Kings Club
Clear Havana - Made in Tampa

A Favorite with the BEST Cigar Stores Restaurants Hotels and Clubs

Manufacturers
PEDRO CASTRO & CO., Tampa, Fla.
New York Distributers
LOUIS G. SMITH & CO., 52 Beaver Street

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged
Write for Open Territory
Factory: Key West, Fla.
New York Office: 203 W. Broadway

KILLEBREW & MYRICK'S
"TOBACCO LEAF"
The Leading Authority in Book Form
All about Tobacco From the Plant to the Finished Product
500 pages, cloth bound—$2.00 by mail, prepaid
The Tobacco World Corporation
Selling Agents
236 Chestnut St. - - Philadelphia

1893 Winning on Merit 1914

The following paragraph taken from an Editorial recently appearing in this Journal, we feel will be appreciated by our many friends in the Trade, as in fitting with our mutually successful year.

"Honest goods sold at a fair price honestly advertised to the trade and consumer, continue to keep the lead among the biggest selling cigars in the country. Proof of this statement lies in the fact that the nickel and ten cent cigars that have been persistently advertised throughout the depression of the past year, remain practically unshaken in their output."

We take this opportunity of extending our thanks to the trade for many courtesies received throughout the year and offer our sincere wishes for a most prosperous ensuing year.

"44" Cigar Company
Incorporated
PHILADELPHIA

LOVERA
CLEAR HAVANA CIGAR
Made under U. S. Bond by
Jose Lovera Co.
TAMPA, FLA.

BAYUK BROTHERS
"HAVANA RIBBON"
FIVE CENT CIGAR
PHILADELPHIA

DIAMOND JOE TRADE MARK CIGAR FACTORY
ESTABLISHED 1850
Charles Denby
BEST THAT SKILL, ENERGY AND MONEY CAN PRODUCE
H. FENDRICH, Maker, EVANSVILLE, IND.
5c CIGAR

BOLD CIGAR
"Above All"
in 1914

"Above All"
BOLD CIGAR
for 1915

BOBROW BROS.

Philadelphia, Pa.

20 for 10¢

Sell him OASIS —He'll come back

There is a steady, gratifying increase in the demand for them.

For a man who tries **Oasis** once keeps right on using them.

It's quality that tells in the long run—and **Oasis** have the quality.

In fact we staked our reputation on our ability to produce the **best** five cent cigarette. The result is

Oasis
CIGARETTES

Two packings—the popular 20 for 10c and 10 for 5c. Both in handsome packages that make fine displays. Your stock should never be low.

Liggett & Myers Tobacco Co.
NEW YORK CITY

10 for 5¢

Why Is It Necessary To Advertise the Imported Sumatra?

The REASON:

American Sumatra Tobacco

Grown by

AMERICAN SUMATRA TOBACCO CO.,

131 Water Street, New York

MADE IN BOND

HAVANA CIGARS

Highest Quality
Best Workmanship

MADE BY

V. Guerra, Diaz & Co., Tampa, Fla.

Established 1867

Our Motto "Quality"

Y. PENDAS & ALVAREZ

WEBSTER

Clear Havana Cigars

Office and Salesroom, 209 Pearl St.
NEW YORK CITY

TAMPA FLA. HAVANA CUBA

Like his big 10c. brother

LITTLE WM PENN
is "good thru and thru"
½ the size — ½ the price
A *real* little cigar
5c.

THEOBALD & OPPENHEIMER CO.,
1020 SECOND AVENUE, - NEW YORK.

THE BEST CIGAR FOR THE MONEY
IS WHAT THE SMOKER WANTS

There are good and bad cigars that retail at the same price but if you want a **better** smoke to retail for a nickel try

Your customers will appreciate the **quality** of this brand.
REID TOBACCO CO., Milton and Altoona, Pa

M. MELACHRINO & CO., Inc.

EGYPTIAN CIGARETTES

You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

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214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXV. PHILADELPHIA AND NEW YORK, JANUARY 1, 1915. No. 1.

PHILADELPHIA CRICKETERS SEND TOBACCO TO FRIENDS AT FRONT

One Thousand Half-Pound Tins for Men in Trenches—English Cricketers Remembered by Friends Here Contributions May Permit of Another Shipment

AS the result of the efforts of a committee of Philadelphia cricketers headed by Henry Cope, of the Germantown Cricket Club, 1000 half-pound tins of smoking tobacco were recently forwarded to the English cricketers fighting in the French and Belgian trenches, as a Christmas gift from the Philadelphia cricketers to those men connected with the game, but particularly to the men who had played against Philadelphia elevens, both here and abroad.

The movement, which originated with Mr. Cope, was carried out successfully by the sending forth broadcast of a number of letters by him to those interested, asking for contributions to defray the expense of the undertaking. The responses received were both generous and flattering. According to report, the tobacco was purchased at Richmond, Va., and was then shipped to London, free transportation being accorded by the Atlantic Transport Line. On its arrival at London, it was taken under the supervision of J. N. Pentelow, associate editor of the "World of Cricket," who saw to it that the offering was properly distributed among the cricketers.

Knowing the Englishmen's love for the pipe, it was thought that no more acceptable and thoughtful gift could be offered by American cricketers than a tin of smoking tobacco. No trouble was experienced in obtaining the necessary funds, and it is understood that checks are still arriving. It may be that sufficient funds will be received to make possible the forwarding of another shipment of tobacco. The committee in charge of the affair included: George M. Newhall, Germantown Cricket Club; J. Barton King, Philadelphia Cricket Club; John P. Green, Merion Cricket Club; J. Norman Henry, Germantown Cricket Club; Edward S. Buckley, Jr., president Philadelphia Cricket Club; C. C. Morris, Merion, and Henry Cope, secretary Germantown Cricket Club.

Roig & Langsdorf's "Dollar" Meeting With Success

Antonio Roig & Langsdorf announce that their new five-cent cigar, "Dollar," full perfecto shape, which they placed on the local market shortly before Christmas, is meeting with what they consider splendid success. The "Dollar" has been placed in practically every prominent stand throughout the city, and already repeat orders on the brand have been received. This augurs well for the future prosperity of the "Dollor," whose title is "Greatest Value in the United States, Almighty Dollar."

Adolph Loeb, Leopold Loeb, John W. Young and J. W. Erickson, all of Philadelphia, were among the leaf men registered at the Allen House and Haublein in Hartford, Conn. Roig & Langsdorf were represented, as was Theobald & Oppenheimer. All were anxious to secure the better grades of shade-grown tobacco.

ENTIRE TRADE PAYS TRIBUTE TO MEMORY OF OTTO EISENLOHR

Sudden Death of Noted Manufacturer Shocks Industry—Senior Member of the Firm of Otto Eisenlohr & Brothers, Makers of "Cinco"—His Personality Made Him Generally Admired and Beloved

WITH the death of Otto Eisenlohr, head of the firm of Otto Eisenlohr & Brothers, manufacturers of the nationally known "Cinco" cigar, the tobacco industry of this country has lost one of its most prominent members, as well as a man who was universally beloved and admired by all who knew him.

Mr. Eisenlohr passed away at five o'clock on the morning of December 19th, after an illness of about a week. He was taken with an attack of acute dilation of the heart which caused his demise.

He was born in this city sixty-two years ago. At the age of twenty-two he succeeded to the cigar manufacturing business, started originally by his father, William Eisenlohr, who later became engaged in the leaf tobacco trade.

At first his business was conducted on a small scale, but by his personal attention, industry and unusual ability the business had a steady and substantial growth. In 1890, his brothers, Louis H. and Charles J., became associated with him, and through a united and harmonious relationship, the business was built up to its present large proportions, the firm of Otto Eisenlohr & Brothers being the second largest independent cigar manufacturers in the country.

Mr. Eisenlohr conceived the idea of a five-cent cigar which would give value for the price. This proposition to manufacture a quality cigar that would be popular resulted in the "Cinco," without doubt the most widely smoked five-cent cigar in the United States today.

The attractive personality of Mr. Eisenlohr and the high ideals which he constantly sought to attain made him generally admired and beloved. His life was a domestic one, and he lived quietly, dispensing his charities unostentatiously.

Mr. Eisenlohr gained much pleasure from yachting and maintained a handsome yacht, upon which he spent many leisure hours. He was a member of the Philadelphia Yacht Club, Manufacturers' Club and the Union League.

He is survived by his wife, Josephine F. Eisenlohr; a daughter, Mrs. Harry C. Vetterlein; a sister, Miss Marie Eisenlohr, and two brothers, Louis H. and Charles J. Eisenlohr.

Among those from New York who attended the funeral were: Fred Hirshhorn, Joseph Cullman, Sol Lichtenstein, Benno Rosenwald A. L. Sylvester and Joseph Wertheim.

Among the Philadelphians noted in attendance at the funeral were: John Boltz, Morris D. Neumann, Sig. Mayer, Samuel Fulweiler, Morris Langsdorf, Charles Cressman, Frank Cressman, Joseph Gallagher and Jacob Langsdorf.

The honorary pallbearers were: Harry A. Prizer, George S. Graham, Fred Hirschhorn, Joseph Cullman, Herman G. Vetterlein, J. Warner Hutchins, George E. Walton, James W. Burk, C. Harry Eimerbrink and Edward C. Dixon.

IRREGULAR PAGINATION

THE TOBACCO WORLD

ESTABLISHED 1881

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CIGAR MANUFACTURERS' ASSOCIATION OF AMERICA

FREDERICK HIRSCHHORN, 54th St. and 2nd Ave., New York..President
OTTO EISENLOHR, 822 Market St., Philadelphia .....Vice-President
JOSEPH B. WERTHEIM, 81st and East End Ave., M'hat'n, N. Y..Treasurer
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GEO. E. GILLILAND, Wash. ..... Assistant Secretary

It is with profound sorrow that with the passing of the year 1914 we must also record the passing of one of the most admired and respected men in the entire tobacco industry. All who knew him feel the great loss of a dear friend, and a bereavement for which neither tears nor words offer solace.

Otto Eisenlohr

He stood as a gigantic figure in the trade beside which his own quiet and democratic self seemed dwarfed. The wonderful success that his persistent efforts and his own great ability secured for him left his own kind character unchanged throughout the years.

Those who knew him well remember that the deep inbred love of home was his greatest source of pleasure. In business the congenial forces of his democratic nature were always at work. His position in the world of business was never reflected in his treatment of others.

His charities were bestowed generously but without ostentation. He had a deep regard for the deserving and many who benefited were without knowledge of their benefactor.

One of the saddest years in history has just died!

The newcomer finds half the world slaves of deadly malice and engaged in a destructive war. No section of the earth has escaped the terror of the conflict which 1914 brought. The hearts of our countrymen are bleeding for loved ones in Europe, on both sides.

Greeting—1915

Our commercial interests at home have suffered heavily, but still we have much for which to be thankful and the outlook today is brighter than the pessimist wants us to believe.

While the tobacco industry has once again been called upon to carry the burden of increased taxation, yet nevertheless scores of our factories have returned the most satisfactory balance sheets and expressed their belief that 1915 will be a big, helpful year.

A bumper to the New Year! May its close find peace restored to the earth and the thought of war banished forever from the hearts of men.

When You Smoke a Dollar Cigar

"Girard," who writes in the "Public Ledger" each morning, now and then has something to say about the cigar and tobacco industry. Recently he called attention to the fact that a man who spends a leisure half-hour in smoking a cigar worth a dollar and in a box which added twenty-one cents to the cost of each cigar in it, was smoking away the income of half a million dollars for the same amount of time. He says:

"One of the most extravagant things men do is to smoke, and the price of a smoke has risen as fast as the smoke itself. A Lancaster hotelman of a generation ago tells me that in his active days 'Spanish halves' and 'Spanish quarters' were popular.

"The former were a Lancaster farm cigar that retailed two for one cent. The latter sold at four for a penny. One-cent cigars were an ordinary man's smoke; 'two-fers'—two cigars for a nickel—went to gentlemen of means, while five-centers were sold only to snobs and aristocrats.

"Many hotels didn't keep a ten-cent cigar, as no one ever asked for such a luxury. But now I notice in the cigar stores and clubs the holiday offerings embrace many fat varieties, ranging from forty cents to a dollar each.

"I know of one man's order placed in Havana for 10,000 cigars. Each of the 200 inlaid boxes alone costs $10.50, and no cigar in the whole order would retail for less than a dollar.

"As fifty of these Cuban palate-pleasures come in a box, that makes the value of the box twenty-one cents for every cigar inside it. When this discriminating smoker idly puffs away one cigar in his leisure half-hour after dinner, he is smoking away the income of half a million dollars for that same time."

Holbert Starts Manufacturing at Manhattan, Kan.

Elmer Holbert has recently opened at 109 North Fourth Street, Manhattan, Kan., for the purpose of doing a manufacturing and retail cigar business. Mr. Holbert has received his first shipment of leaf tobacco and will place his initial brand on the market in the near future. He has associated with him in the manufacturing end, H. F. Hellman, of York, Pa., who will manage the business. Mr. Hellman should prove a valuable assistant, he being thoroughly familiar with the raising, handling and manufacturing of tobacco products.

In the retail line a complete line of cigars, tobacco and pipes has been installed, and every effort has been made to make the place one of the most attractive of Manhattan's cigar stores.

Melachrino New Year Changes

INCIDENT to the new year, M. Melachrino & Company have announced a number of important changes in the personnel of their selling force which are effective on January 1st.

B. A. Hackett, who for some months past has been in charge of the Melachrino business in Greater New York, has been promoted to the post of general Eastern representative and will have jurisdiction over all the company's Eastern territory. Mr. Hackett originally came with the Melachrino Company in Cincinnati, and his ability in every direction has been so easily proven that his elevation to the present important berth comes as a merited reward.

George H. Mahan succeeds Mr. Hackett in charge of the "Melachrino" work in Greater New York, and John A. Croke, of Brooklyn, has been appointed head salesman for the Metropolitan district in charge of the "Royal Nestor" campaign.

R. L. Meade has been placed in charge of the Connecticut territory for Melachrino & Company, succeeding John Vant. Mr. Vant has been brought down to New York and will direct his efforts for the present on a special "Milo" campaign.

In discussing the results of the past year, Vice-president R. A. Ellis stated that his company had no part in the general wail of hard times and that they had shown excellent gains in all departments.

I. B. Krinsky Has New Nickel Cigarette

I. B. Krinsky, the well-known manufacturer of "Cosmos" and "Fifth Avenue" cigarettes, has recently prepared to place on the market a new cigarette to sell in boxes of ten at a nickel.

This new cigarette is called "Concord," and is union-made. The blend is said to be extremely pleasing and a good demand is anticipated for the brand. Herewith is shown a reproduction of the box which has a yellow base with the figure and printing in red and blue. The box covers are to be used as coupons and will be good for valuable presents.

John E. Sutter Retires From Active Service

Desirous of resting after a number of years of activity, John E. Sutter, of the New York leaf house of Louis P. Sutter & Brothers, Incorporated, has severed his connection as an active member of the firm. His directorship and financial interests in the company, however, he retains. Mr. Sutter's office in the management of the company will be assumed by John L. Fielding, he having been associated with Mr. Sutter as his assistant.

H. Duys & Company's Record Importations

VERY few houses in any line of business can point to the year 1914 as a record-breaker. The large Sumatra importing house of H. Duys & Company is an exception, however, as their importations for the year 1914 consist of 9308 bales of Sumatra tobacco, which is the largest amount of imported wrapper tobacco ever brought into the United States by any single house in one year. The claim is made that this tobacco will wrap one cigar out of every ten made in the United States and Canada, and this firm and their staff of representatives certainly are to be congratulated in making this remarkable showing. The leading cigar manufacturers throughout the country, both makers of nickel and ten-cent cigars, are counted among the customers of this house, and especially in the State of Pennsylvania Duys' Sumatra is being used in most factories almost exclusively.

Safe Blowers Rob "United" Once More

The hold-up men who have been feasting on the United Cigar Stores receipts for past months, have been succeeded by a gang of safe blowers. For the fourth time in two years the "United" store at 292 Third Avenue was entered recently by yeggmen, who blew open the safe and escaped with $50 in cash and a large quantity of coupons.

Attractive Folder of "Ramon Allones" Cigars

This office is in receipt of an attractive folder from the Allones, Limited, Havana, Cuba, relative to the merits of the well-known "Ramon Allones" cigar. In addition to the prices quoted on the various sizes, by the box and per hundred, the folder contains some distinctive looking cuts of the various packings of the company. Thomas F. Healy, 200 Fifth Avenue, New York, is the United States and Canadian representative.

Heard on Broadway

A recent visitor to the Capital City Tobacco Company, Atlanta, Ga., was A. L. Sylvester, of New York City, president of the American Cigar Company.

"Reyes de Espana," the well-known brand of Lopez Hermanos, New York and Tampa, recently received attention as the result of the visit of R. H. Patterson, of the factory, to St. Louis, Mo.

Report is received from S. Monday & Sons, Brooklyn, N. Y., that Joe Lorenz, formerly identified with the Metropolitan Tobacco Company, has allied himself with their company, and will visit the Brooklyn trade.

Holiday vacations for those connected with the local forces of the Liggett & Myers Tobacco Company and the P. Lorillard Tobacco Company, Indianapolis, Ind., began December 19th and will extend to January 4th, the date set for return to action.

IRREGULAR PAGINATION

OBITVARY

Resolutions on Dutton Otley Wright

The death reported in the December 1st issue of "The Tobacco World" of Dutton Otley Wright, one of the best known tobacco men in America, and for twenty-four years prominently connected with the American Tobacco Company, came as a great surprise and shock to many. Mr. Wright had been identified with this company since its organization, and during the last decade had been in charge, successively, of nearly every branch of its business. Though able and efficient as an executive, his quietness of manner and modesty of demeanor endeared him to all with whom he came in contact. He was said to have a larger acquaintance among tobacco people than any other man in America. His entire business life was spent in this work, and his pleasing personal qualities, coupled with his wide experience and his all-around efficiency, made him a very valuable man to the company with which he had been associated for so many years.

As a testimonial to their appreciation of Wright, the Board of Directors of the American Tobacco Company, at a meeting held on the sixteenth day of December, 1914, on motion duly made and seconded, the following resolution was unanimously adopted:

"The members of this Board, personally and in their relation as directors of the American Tobacco Company, desire to express their profound and sincere grief at the untimely death of Dutton Otley Wright; he was a valued employee of the company for more than twenty years, and always loyal, earnest and able in its service; he was the friend of every member of this Board and of every one connected with the company—considerate and helpful in every relation with them; he will be sorrowfully missed by us but his memory will remain, always sweet and wholesome.

"That the Secretary be and he is hereby directed to transmit a copy of this resolution to Mrs. Wright and extend to her the deep sympathy of all the members of our organization in her great bereavement."

S. W. Robinson

S. W. Robinson, known to scores of men, women and children on the Chicago South Side as "Dad," a retail tobacconist at 312 East Sixty-first Street, died recently.

He was always the first man on the street in the morning and was the first to whom those in trouble would go for assistance. He organized the Sixty-first Street Business Men's Association. He was born on September 25, 1850, at Wilmington, O. He held responsible positions with the Adams and Wells-Fargo Express Companies and the Chicago, Milwaukee and St. Paul Railroad.

Milton Shertzer

MILTON SHERTZER, a member of the firm of Milton Shertzer & Company, leaf tobacco dealers, of No. 112 North Market Street, Lancaster, Pa., died recently at his home, No. 522 West Orange Street, from a complication of diseases. Death followed a lingering illness. He was in his seventy-seventh year. Mr. Shertzer was born in Washington Borough.

In early life he was a pilot on the river. He was an honorary member of the Junior Order United American Mechanics when that fraternal organization was in existence. Besides his wife, two daughters survive: Maggie, wife of J. B. Strawbridge, and Mame, wife of George A. Swope. A son, Oscar M. Shertzer, and a brother, Benjamin, of Columbia, also survive.

Charles W. Barnes

Charles W. Barnes, a well-known cigar dealer of Syracuse, N. Y., died recently at his home, 110 Onondaga Street, that city. He had been in ill health for a long time and had been confined at his home since last July.

Mr. Barnes was born in 1846 and had always lived in Syracuse. He had been in the cigar business at East Fayette and South Warren Streets for thirty years. He was a veteran of the Civil War, having served in the Third New York Light Artillery, and was a member of Syracuse Lodge of Masons.

Besides his widow, he leaves three sons, Dr. William L. Barnes, of New York, and George W. and Charles Leonard Barnes, of this city; one brother, Frank W. Barnes, of Denver, Col., and one sister, Mrs. Meta Edwards, of Chicago, Ill.

Gustave Kiel

Gustave Kiel, a wholesale tobacconist of New Albany, Ind., died recently at his home in that place, following an attack of pneumonia. He was ill only a week.

Mr. Kiel was born in Germany seventy-nine years ago and came to this country as a young man, locating in New Albany. Three sons and three daughters survive him.

George W. Tucker, Sr.

George W. Tucker, Sr., of the firm of George W. Tucker & Son, wholesale and retail tobacconists, of Camden, N. J., died at his home, 118 Kaighn Avenue, Camden, recently, after a lingering illness, aged sixty-eight years.

Consular Tobacco Reports

According to the "Daily Consular and Trade Report," tobacco is imported into Zanzibar, East Africa, chiefly from the Netherlands and the United Kingdom, the former being the origin of about three-fourths of the total value and the latter most of the remainder. The kinds mostly in demand are smoking tobaccos of medium grade and the cheaper qualities for cigarettes.

From the same report we quote relative to the Canadian tobacco crop of 1914:

"The tobacco crop of 1914 occupied 9750 acres, of which 4750 acres were in the Province of Quebec and 5000 acres in Ontario. The crop is placed at 11,000,000 pounds, being an average of 1128 pounds per acre. In the year 1913 there were 5000 acres in Quebec and 6000 acres in Ontario devoted to the production of tobacco. The yield for that year was 12,500,000 pounds and the average per acre 1136 pounds."

One of the most attractive souvenirs sent out by the trade at the holiday season has recently been received from the Grand Rapids Cigar Box Company. It is a glass ash receiver with lacquered base and match holder.

WORKMEN AND EMPLOYERS EXCHANGE GREETINGS

Employees of Jeitles & Blumenthal Express Thanks for Treatment During 1914

THE harmonious relationship existing between the employer and the employee is splendidly exemplified by the following letters written at Yuletide, one to Messrs. Jeitles & Blumenthal from their employees, and the other from Messrs. Jeitles & Blumenthal to their employees:

December 24, 1914.

To Our Employees:

Upon entering our office this morning we found a veritable bower of plants and flowers as a tribute of "Peace and Good-will" from you all.

This charming expression of your kindly sentiments towards your employers arouses in us a most grateful feeling of appreciation.

During the years past, as well as the year 1914, "Peace and Good-will" has always existed between us, and it shall be our aim to continue to foster this spirit of mutual trust and respect, so that it shall prevail in the future as in the past.

Our every effort shall be to give you steady employment, so that you may share prosperity with us to a degree commensurate with your loyal attachment to our firm as attested by you in the past. That you may prosper in health and happiness during 1915 is the sincere hope of the firm of

JEITLES & BLUMENTHAL, LTD.

Philadelphia, Penna., December 18, 1914.

To the Editor of THE TOBACCO WORLD,
236 Chestnut Street, City.

Dear Sir:

The employees of Jeitles & Blumenthal, 119-21-23 South Eleventh Street, have requested the undersigned to inform you of the following resolutions they have unanimously adopted:

Whereas, we, the employees of Jeitles & Blumenthal, have a great deal to be thankful for, having had steady and remunerative work all the year, without the loss of any time, excepting legal holidays, and as it has been our annual custom, we again wish to express our appreciation of the most cordial relations existing between our employers and ourselves.

Therefore, be it resolved, that a committee be appointed to arrange for the purchase of a floral design expressive of our esteem and wishing our employers the compliments of the season and also have their private offices appropriately decorated on the 24th day of December, 1914, before the firm's arrival.

Respectfully yours,

THE COMMITTEE.

Leases Cigar Stand in Waldorf Building

William A. Hollingsworth announces to the trade that he has leased the cigar stand in the Waldorf Building, Thirty-third Street and Fifth Avenue, New York City, which stand he intends to be one of the finest in New York. Mr. Hollingsworth plans that the equipment and furnishings will be the last word, no expense being spared. It is expected that the new quarters will be ready for occupancy by January 15th. The stand will be located between the main entrance on Thirty-third Street and the elevators, it being looked upon as an advantageous position.

ILLINOIS MANUFACTURERS SEEK EUROPEAN TRADE

Propose a Foreign Cigar Advertising Campaign for Products Made in the United States

Chicago, Ill., December 26.

CHICAGO cigar manufacturers who belong to the Illinois Manufacturers' Association are wondering what the chances for them will be to establish distributing branches in the countries of Europe, following the announcement of the foreign trade committee, which met in the Hotel La Salle last week, that a representative would be sent to that part of the world for the purpose of investigating the chances for the establishment of trade with the factories of Illinois on a permanent basis. The representatives will be expected to see that Illinois gets her share of the large number of orders which are being given for supplies at present by the warring nations. It is understood that all of the foreign cigar factories, even those of the governments where that form of control is exercised, are either closed or running very short handed on account of the men being at the front. The plan, as explained by the foreign trade committee, contemplates the opening of sales and display rooms in various countries, including Australia, which has shown a very favorable disposition toward this country since the beginning of the war. The manufacturers could display in these places and ship their product in large quantities to be distributed. An active advertising campaign would help. This, at least, is the opinion of some of the manufacturers, although one replied to a question on the matter from the correspondent with the declaration that "he'd rather have all the good trade in one first-class American city than all the foreign trade you could get in ten years." However, by far the greater number of large manufacturers of cigars here are much enthused over the prospects for opening a new field of trade by a foreign commercial invasion.

G. W. W.

Zariffe Cigarette Company Opens

Constantine Coconis and J. Emlah recently opened a well-equipped stand at 16 Federal Street, Boston, Mass., under the title of the Zariffe Cigarette Company. The Zariffe Company cater to private and monogram trade, the "Zariffe" being priced from fifteen to thirty cents, while the "Cosmos" may be had at ten cents. Mr. Coconis, of the company, is the inventor of a cigarette machine with a capacity of 7000 cigarettes per day, the finished product bearing a strong resemblance to hand-made goods.

Many Changes in Louisville Retail Trade

There has been quite a little changing around among the retail clerks in Louisville, Ky. R. P. Simpson, in the illness of Ham Rogers, has identified himself with the retail store on Market Street near Fourth, of the House of Crane; while Otto Ornstein, who a short time ago figured among the local retailers, and for a long time had been connected with R. D. Bakrow & Brothers, has assumed charge of Camp's place on Jefferson Street near Fourth Street. Floyd O'Dell's stand in the Willard Hotel, with which R. P. Simpson was allied, is now presided over by Billy Garrabrant.

Ralph Thorne has taken over the L. E. Opie pool and billiard parlor and cigar store, 513 West State Street, Rockfield, Ill., formerly under the direction of John Andrews. Mr. Andrews has been retained by Mr. Thorne to continue the direction of the business.

Otto Eisenlohr

ON the nineteenth day of this month, quietly at his home in Walnut Street, Philadelphia, after a very brief illness, Otto Eisenlohr died.

In his death the business world has lost an important factor, and a man whose successful career will furnish an object lesson for years to come.

He was born in the city of Philadelphia sixty-two years ago, and has continually made that city his home. It was also the scene of his earliest enterprise, and the place in which he achieved his great success.

Almost as soon as he had entered upon the period of manhood, he took up a small business—the manufacture of cigars—in which his father, William Eisenlohr (who had entered the leaf tobacco business), had been engaged. The business was a small one, and did not furnish occupation sufficient for the mental energy and activity of the young manufacturer. He was not content to sit down with the accepted order of things, and pass along doing just as others had done. His fertile and ingenious mind marked out for himself a new departure, which proved to be a pathway to success.

Recognizing the fact that there was not at that time an acceptable five-cent cigar on the market, one which would meet the taste of an exacting smoker, he determined to supply this want. He learned by experiment that certain blends of leaf would give satisfaction equal to that of the then prevailing ten-cent cigar. Having discovered the combination, he bent all his energies toward making it a success, and in the pursuit of this new branch of his industry he brought to bear that sterling integrity of purpose that always characterized him as a business man.

His new cigar, under the name of "Cinco"—which indicated its price—was received with favor, and soon attained a great popularity. The secret of its success was entirely due to the confidence which his integrity and practices in business created in the public mind. The leaf that was used in its manufacture was selected with the greatest care. No makeshift was permitted to enter into its manufacture, but always everyone purchasing a "Cinco" could depend upon its quality. There was no occasion when, even in his great success, he ever permitted that quality to be deteriorated for the purposes of gain.

The fame of the "Cinco" is a certificate of character to the young business man who originated and introduced it, and to his three brothers, Charles J., Louis H. and Augustus C. (the last-named since deceased), who in 1890 were associated with him in the business. There never was a more harmonious union than that of these brothers in the business. Enjoying each others' confidence, they worked perfectly together, all being possessed of the same high ideal. His, however, was the final judgment to which matters were cheerfully referred.

It was realized that to keep the "Cinco" at the head of the list, it was necessary to infuse a spirit of enthusiasm into every employee connected with its manufacture. Through judicious advertising, the cigar was made known from coast to coast, and in almost every city, town and village in this country. No place was too small, and no place too large for its entrance, and wherever it came it conquered. The business which he conducted was, at the time of his death, the second largest independent cigar manufacturing industry in the country. The business, though conducted from the headquarters in Philadelphia, included eighteen factories located in different parts of Pennsylvania.

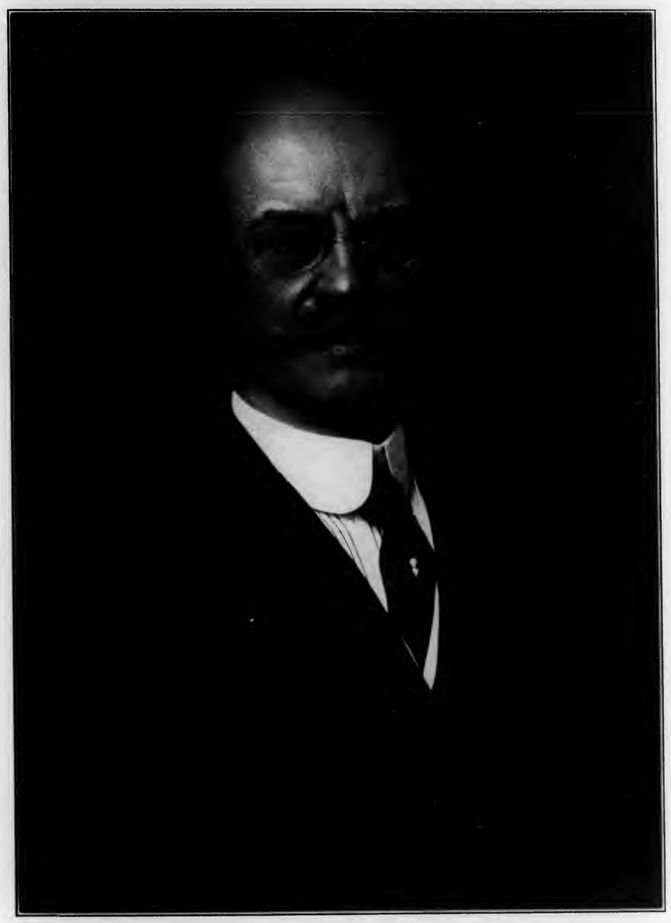
Mr. Eisenlohr was in good health until about a week before his death, when he was attacked with acute dilitation of the heart. His condition grew gradually worse until the end. He is survived by a widow, Josephine F. Eisenlohr; a daughter, Mrs. Harry C. Vetterlein; a sister, Marie Eisenlohr; and two brothers, Louis H. and Charles J., who were associated with him in the business.

Mr. Eisenlohr was noted as a man who lived a quiet, domestic life. Although not known to the world, he did much charitable work. He was a man of the most pleasing personality, and while he was gifted with firmness and decision, there was a rare gentleness in his smile and greeting that quickly attracted one, and he soon made friends.

As an illustration of how he was esteemed in places where his factories were located, a quotation from the tribute to his memory paid by the Board of Trade of Sellersville, Pa., is quite illuminating. After reciting his coming to Sellersville and establishing a plant, and creating a movement which brought other factories to that place and developed in an untried field industries which greatly benefited the community, the tribute concludes:

> "But not alone for these things will the name and memory of Otto Eisenlohr be held in high esteem. His generous dealings with local interests, his liberal treatment of local institutions and organizations who have appealed to him countless times for aid, which appeals almost invariably brought instant, sympathetic response, are things which have sunk deep into the hearts of the people. The quiet, kindly manner of his dealings with those who came in closer contact with him, and the equally quiet and unostentatious manner in which his benefactions were conferred, detracted in no way from the great good they accomplished."

In his demise, the business world has lost a conspicuous ornament; the community has lost a valuable citizen; his immediate family, a noble husband and father; and his brethren, a typical, faithful brother.



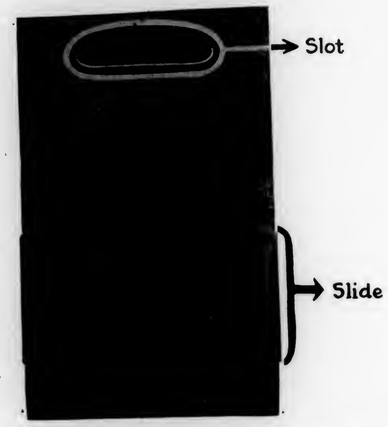
Otto Eisenlohr

Born June 10, 1852 Died December 19, 1914

Clever New High-Grade Cigar Packages

Luckett, Luchs & Lipscomb Introduce "Reynaldo" Brand in Packages—To Retail at 3 for 25c. and 5 for 50c.—Show Vast Improvement Over Old Style Packings

THE large and steadily growing demand for regular sized cigars put up in small packages has, up to now, been a source of great perplexity to the manufacturer, owing to the high cost of the packages. The manufacturer has had the alternative of materially increasing his prices to the dealer and consumer, or he has had to reduce the quality of his cigars.



This cut shows the sliding collar out of position, which enables the smoker to see the color of the cigars through the slot without breaking the package.

This dilemma has been met by a new package invented by Luckett, Luchs & Lipscomb, which through the great saving in material used, greatly reduces the cost and enables them to offer at the usual retail prices a quality of cigars that would heretofore have been impossible in package goods of high-grade brands.

It will be noted that the great saving in stock consists in but one shell being used, instead of two as formerly made, this shell being controlled by a small sliding collar. This style of package, owing to its mechanical perfection, is of much greater convenience to the smoker, while lending itself readily to handsome and artistic design.

Luckett, Luchs & Lipscomb have shown themselves unusually active and up to date in perfecting methods, having as their ultimate object the reducing of prices to the consumer, or of giving greater value for the same money, and this without affecting the full margin of profit to the jobber and dealer. Another recent illustration of this was the introduction of Reynaldo "Duets" and "Economics." By inventing and perfecting a method by which two cigars could be made in one, economies were effected whereby the consumer can now purchase for fifteen cents two cigars which formerly cost him ten cents each, and for twenty cents two cigars which ordinarily would be retailed at two for twenty-five cents.

They express themselves as hoping that in the extraordinary and practical innovations they are now introducing, they are helping, not alone the "Reynaldo" brand, but all those wanting to cater to the best smoking public. It would seem that formerly, most of the good things in the cigar business have been introduced to the public through the larger chains of stores. Helping the individual retailer meet this condition is, in the opinion of this progressive firm, the way to succeed. So they are trying with all their might to foresee the consumer's needs of tomorrow before even he realizes it himself. That is, they are trying to do their share toward keeping their customers up to the minute in the cigar game.

This shows the 25-cent and 50-cent packages with the collar in position, keeping the cigars airtight. The straight white lines running across the package slightly below the center, show where the shell bends when the collar is pushed down to the bottom of the box. By this means the smoker may remove cigars without the possibility of damage.

These packages will undoubtedly meet the success they so well merit and naturally they are being patented by the inventors.

Chicago

Manufacturers Declare Orders up to Expectations—Trade Extends Sympathy to Fred Newmann in Loss of Parent—New "L" Trains May Carry Smokers

Chicago, December 26.

MEMBERS of all branches of the trade here are inclined to feel good over the year-end business, which comes to a close in a few days. Christmas trade was at least as good as last year, according to the Loop dealers. The box trade was much better than last year, which is believed to be due to the fact that fewer small packages were on the market. The dealers made an honest effort to sell all inquiries a regular box of fifty or one hundred, and their efforts in this respect met with more than the usual amount of success.

Manufacturers declared that while the trade was late this year that it was fully up to the expected standard, if not a little better. The general situation has been one which made for the heavy ordering of favorite brands at the close of the year, and the manufacturers have profited as a result. Collections became much better the past two weeks, many dealers apparently seeking to close the old year with as little outstanding against them as possible.

The holiday spirit was in the trade all last week, and all of the downtown stores and stands were filled with customers. They were not all men, either. Many women were in the throng, looking for a box of cigars, a pipe, a humidor, or some other article suitable for a present to some unsuspecting male member of the family.

Among the new cigar stores which have opened during the past two weeks is "Brown's," as the place is known, in the St. Regis Hotel. This is one of the best known hotels on the north side of the city. While the store does not occupy much space, it is located in a part of the city where the trade is likely to be first-class. A stock of cigars, including most of the leading five- and ten-cent brands, and cigarettes, pipes and tobacco, is carried.

The writer received a letter last week from a friend, telling about the recent banquet of the Kappa Alpha Pi Fraternity, which was held at the Sherman House. Among other things he says:

"'El Ciro' clear Havana cigars played a prominent part in the festivities. Walter J. Sachsel placed the order for his brother, Oscar Sachsel, manufacturer of the brand." This piece of touching information caused the writer to call up the factory at 313 West Sixty-third Street, and ask how things were going. "We have had one of the best week-before-Christmas trades in our history," said Oscar Sachsel, "and are running full time with a full complement of men." "El Ciro" has a large following here and will be seen on most of the leading stands.

Fred Newman, of the leaf tobacco house of Newman & Gach, has the sympathy of the entire trade in the death of his father, which took place last week. Mr. Newman had reached the age of sixty-seven years.

Many, Blanc & Company, large distributors of wine and cigars on the North Side, were getting ready to take inventory when the writer called last week. The holiday trade was entirely satisfactory with the company, it was said. City trade was particularly brisk on "Flor de Moss" cigars, for which the company is local distributor.

A. J. Meyers, one of the prominent travelers out of this city, is expected home about the first of the new year. He has been traveling in the South, spending Christmas amid the pleasant breezes of Tampa and other Florida towns. He represents Salvador Sanchez y Ca.

Chicago's elevated railroads are not adding smokers to their new side entrance trains which were placed in service several weeks ago, and the result is that many of the "regulars" who seek a smoker to enjoy a good cigar and escape from the presence of women are complaining in letters to the company. Some of these missives are said to be very abusive, so that the company is considering the wisdom of making the addition of a smoker to all of the trains. There is no fixed rule on the part of the elevated railroads that smokers should not be carried, but the company yielded to the clamor of the women's clubs just to see what would happen. Many of the smokers are taking surface or steam cars where it is just as convenient in order that they may smoke while in transit. The fear of the loss of patronage may have something to do with the pending change of face on the part of the elevated companies. The surface lines have agreed that all new cars shall not contain smoking compartments in front.

Charles A. Rosenstein, who conducts a cigar stand in the Champlain Building, has closed a deal with M. H. Jacobs whereby he becomes the sole owner of the fine cigar store at 37 South Wabash Avenue, in the Loop district. He will take possession about the first of the year. Mr. Rosenstein has not arrived at a definite decision in regard to what he will do when the Champlain Building is torn down next summer to make room for the $1,500,000 structure which the Boston Store will erect on the site. It is probable, however, that he will retain the same location.

Leaf tobacco houses report that for the most part they have closed a satisfactory year-end business. Manufacturers of cigars everywhere are buying close, and declaring that the margin of profit is growing less for them all the time. This is true in particular of the smaller factories in the country towns, where the leaf houses depend for a good share of their trade. Local option has harmed the business in some sections, but where wide areas are made dry the sale of cigars does not seem to have been harmed.

The cigar departments of all of the wholesale groceries report one of the best holiday trades they have had in years. Much better than last year, is the report which most of the department heads have to make. "El Roi-Tan" and "Julianas," which are distributed by Reid, Murdock & Company, had a big run, and the department force had to work overtime on numerous occasions in order to get goods out to customers and to handle the clerical work in connection with the orders. Steele, Wedeles & Company have always had great success with "Tom Keene" cigars, and this year proved no exception.

"Few cigars have held their popularity as long as 'Tom Keene,'" said J. G. Davis, factory representative of the brand, to the writer a few days ago, "and we attribute much of the success of the cigar to the advertising methods which we have used. My father, Col. J. G. Davis, was one of the pioneers in the cigar trade here, having come up from Louisville many years ago. We are still carrying out some of the basic principles of advertising which he worked out in the old days. We have had a good year, and look forward to the coming one with a firm confidence that with other things equal we can pass even the mark we have made in other seasons."

C. Jevne & Company is another grocery concern which should be mentioned. This firm, which is both wholesale and retail, with the largest grocery store in the Loop district, has always featured cigars in a strong manner. "Sir Edwin Arnold" is one of the leaders upon which the company did a fine holiday box trade. The firm's own brand, "Thomas Jefferson," also met with a good portion of favor.

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RETAIL KINKLES

Catchy Schemes Used Successfully By Thinking Men To Improve, Enlarge and Popularize Their Business . .

Selling Goods Now

Many retail cigar and tobacco dealers claim that the dullest period of the entire year is the one immediately following the holiday season through which we have just passed. This is but a natural sequence when it is remembered that greater quantities of cigars, cigarettes, pipes and smokers' articles are sold then than at any other period of similar length, but there are still many smokers who would be in the market for cigars, tobacco and other "smokes," provided that their favorite brand could be obtained for a less price than usual, or by securing some coveted article with the purchase of a given number of cigars or cigarettes.

The medium through which to offer these goods at tempting prices or the exhibition of premiums lies at the dealer's own door, or more accurately on either or both sides of the door, or wherever the window may be located.

The necessity of retrimming the window is brought forcibly to the attention of the dealer, for in many cases the goods on exhibition have become disarranged, sold, or handled, so the merchant that really intends to start the new year right, and make it the best he has ever known, will spend considerable thought on what he places on exhibition, and will not be content with some haphazard collection of old looking packages or boxes.

What better use then, could the window be used for, than the display of attractive looking packages of holiday goods, repriced for quick clearance, or offered at the regular price with the added inducement of a cigar cutter, match box, one of the patented lighters, or at a nominal increase in selling price a humidor in which the cigars and cigarettes could be kept in as good condition as the dealer keeps them.

In all cases where these goods are displayed or premiums offered, price tags should accompany the several articles, and in figures large enough so that the attention of even the casual observer will be drawn to the unusual value. It is a serious mistake, however, to placard the window with monster signs, which would detract from the goods and their prices for the current selling period.

Another thought that should be borne in mind is, that the special prices and premiums will prevail for a given time only, and that in order to avail themselves of the extra values purchases must be made within a given period.

To those dealers operating a chain of stores, the offer of some prize to the store showing the greatest gain over a given period of last year, the most attractively decorated window, or the best window cards, would be to place every employee upon his mettle to produce results, which when all is said and done, is the end to be accomplished.

* * *

To close out his holiday packings on practically every five- and ten-cent cigar, a dealer displayed these in his window and numbered the ten-cent goods with even numbers, and the five-cent goods with odd numbers, and as the purchaser entered the store he was presented with a hat full of numbers in small envelopes. If the number was even he obtained the ten-cent goods at the price of $1.50 for the twenty-five cigars, and if the number was odd he secured the nickel goods for a dollar.

Catching the Coin on Pay Day

When a cigar and tobacco merchant contemplates the giving of premiums for the redemption of coupons, cash sales slips or other forms of buying power, there is one thought that should never be lost sight of, and that is, that there must be some system or method attached to the scheme, for under no consideration should the plan be attempted in a loose or slipshod manner.

In many cities, the pay days of certain establishments mean the distribution of thousands of dollars, and it frequently occurs that the families of those employed in these business places form a neighborhood or colony of considerable buying power, and any cigar and tobacco merchant located in a section of this kind, who loses sight of this opportunity to mark up red letter days in his receipts, will come to grief sooner or later.

There is the plan on a given number of coupons or cash slips for cigars, cigarettes or smoking tobacco bought in quantities sufficient to last until the next pay day, or the idea of presenting outright some object of sufficient worth to induce the buying of cigars by the box, cigarettes by the hundred, and smoking tobacco by the pound humidor.

These plans should all be worked out prior to the actual offering of the goods, and the purchase price of the premiums included, so that the merchant will know exactly just how much he will profit by each transaction.

* * *

New Cigarette Case Wins

A great many cigarette smokers who have been favored with cases in which to carry their "pills" have invariably returned to the original package, after the novelty of displaying an attractive carrier has disappeared.

This is usually due to several reasons, but the chief one is because the cigarettes are apt to become more or less crushed, and because in the majority of cases it requires both hands to abstract a cigarette from the case.

One live tobacconist that we have visited has introduced a new style carrier that promises to outreach all other makes in the convenience market, for when the case is opened, the portion of the case that holds the cigarettes opens from the bottom out, so that there is no difficulty whatever in securing the desired smoke.

Another advantage that this new style case possesses is that instead of the cigarettes being held in position by a metal arm attached to a spring, the cigarettes are actually carried in the part that opens outward when the case is unclasped, so that there is no necessity for the cigarettes to become crushed or broken.

* * *

Some of the trick cigars noticed along Market Street, Philadelphia, just prior to the holidays, contained hair pins, safety pins, clutch pencils, with and without extra leads, old-fashioned sulphur matches and sweet smelling and explosive powder.

Cleveland

Merchants Enjoy Big Holiday Trade—Sharples in Town With "La Saramitas"—Pyle & Allen Manager On the Job Again

Cleveland, O., December 28.

THE holiday season has been brought to a close, despite the unsettled conditions that have prevailed throughout the country, and Cleveland merchants have enjoyed the biggest holiday business of their careers. The demand far exceeded their fondest expectations, and a great many of the dealers were caught short on holiday packages. Factories were rushed at the last moment. As the usual thing the majority of the factories here close down the week before Christmas for inventory, but this year they are all working to capacity up to the first of the year.

Mr. Berger, representing the T. H. Perry Company, of Detroit, Mich., spent considerable time here the past week at the Shields-Wertheim Company's factory, he going over thoroughly their line of "La Saramita" and "Saramita 5's," and was also demonstrated how the famous "La Saramita" cigar is built. Mr. Berger left here chucked full of enthusiasm and has promised to make "La Saramitas" and "Saramita 5's" the most popular cigars in Detroit for the coming year.

The George B. Scrambling Company absorbs the Richland Cigar Company, located on the Public Square. The Scrambling Company will carry on their wholesale business the same as usual. Mr. Scrambling reports a nice sale on his "Owl," "Bobby Burns," "Henry George," "Duquesne" and "Montoros."

W. F. Sharples and several of the salesmen of Haworth & Dewhurst put in a couple of days getting acquainted with the style and building of "La Saramitas" and "Saramita 5's" at the Shields-Wertheim Company factory. The Shields-Wertheim Company have made it a practice to take everyone interested in the sale of their popular brands through their most modern and sanitary plant. This has given the cigar a wonderful prestige, and according to Mr. J. B. Shields' favorite statement, "they are built along the lines of intrinsic value and worth."

Fred Reiser, of the Weideman Company, one of the foremost cigar salesmen in the city, has ended a year far surpassing any that he has ever gone through since becoming a member of the Weideman staff, and this despite the hue and cry of hard times.

Bill Standon, selling the famous "Pinzon" cigar, is in town the past week.

The writer had occasion to go through the Arcade the past week and observed that both entrances and the center are fortified with cigar stands. At the Euclid Avenue entrance is the Standard Drug Company's cigar stand, with Charley Schuethelm in charge. At the other end is the Fred G. Gollmar Cigar Company, with Jack Curry in charge, and the middle stand is the Fred G. Gollmar Cigar Company, managed by the genial George Owens. There are few cigar smokers go through the Arcade without stopping at one of these three stands. They carry the finest brands to be found anywhere in the city, and they are managed by thoroughly competent cigar men; in fact, everyone of the men named above has been in the cigar business throughout all his business career.

Mr. Sanborn, manager of the Pyle & Allen cigar store, located in the Hippodrome Building, is once more about after an attack of typhoid fever. Mr. Sanborn has been laid up for several weeks. The Pyle & Allen Company enjoyed a big holiday business and their many and varied window displays are creating no end of talk. This is especially true with the Hippodrome stand, as they are constantly bringing forth new and startling features in this prominent window.

Trottner Brothers & Zeigler enjoyed a numerous holiday trade. These people are fast coming to the front and are building up a wonderful trade on all their brands.

Jerry.

Trade Jottings

Good holiday business is reported on "Royal Lancer," "William Penn" and "Little William Penn" cigars, by the Schneider Tobacco Company, Milwaukee, Wis.

The Parker-Gordon Cigar Company, St. Louis, Mo., report that they are well satisfied with the volume of business done during the holidays on the well-known "Class" and "El Roi-Tan" cigars.

This office is in receipt of a very pretty calendar appropriate for desk use from the Boucher Cork and Machine Company, Incorporated, of 216 West Eighteenth Street, New York City. Also an appropriate card of greeting wishing us the compliments of the season.

Good business on "Class" and "Royal Robe" cigars is reported by the Cliff Weil Cigar Company, Richmond, Va. The cigarette business of the company is expanding and covers such brands as "Pall Mall," "Murad," "Fatima," "Melachrino," "Nestor," etc.

Satisfactory sales for the year on "Charles Denby" and "Muriel" are announced by Link & Company, the well-known jobbers of Buffalo, N. Y. They state that the "Denby Girl," a poster recently given to the trade by the manufacturers of the "Charles Denby," has been received with much enthusiasm by the local trade.

Fernando Rodriguez, of the "Charles the Great" firm, left New York a few days before Christmas in time to spend the holidays in Tampa. He is expected back at the New York offices, 1600 Broadway, in a day or two.

Holiday business on this sterling Tampa brand of clear Havana goods was quite up to the firm's expectations.

A report from Minneapolis, Minn., from the Grathwol Cigar Company, with reference to the boosting of the well-known "Webster" cigar of Y. Pendas & Alvarez, by that company's salesmen with the aid of "Chick" Morris from the New York office of the manufacturers, states that the splendid work done on the brand has resulted in a greater number of these cigars being sold locally than ever before.

The December sales on "Jose Vila" (Berriman Brothers) by V. Stiniers, city salesman for the Consolidated Grocery Company, Jacksonville, Fla., who distribute the brand locally, are reported to be larger than for any other one month since he has been handling the brand. The company report that an extra large business has been done on the fortieth packing of the "Jose Vila."

Pointers for Manager and Clerk

IT has been rightly said that the secret of successful management "lies in the ability on the part of the principal to select capable employees." It is, however, none the less true that the real problem has only then commenced its solution. Competent men will be of little more value than the man of only average ability, unless the man at the head knows how to manipulate his employees' qualities so as to obtain the best possible service and retain him satisfied and content.

Many employers adopt the dangerous theory that there are plenty of capable men in the world and that special effort to retain their employees is not worth while. Following out this idea, they are constantly making changes and gain so bad a reputation that men of the most desirable class are reluctant to enter their employ. Even if they are always able to fill the vacancies with right men, they suffer a serious loss in time required to break in new employees and in the spirit of dissatisfaction that pervades a force in which complete reorganizations are as frequent as revolutions in South America.

There are probably very few cases where constant changes are due to a deliberate policy on the employer's part. They are more often due to his inability to retain his men, and this inability is in turn due to the fact that he does not know his employees—does not understand their relative value to him and the manner in which each and every one of them should be handled. The employer who does not have this knowledge is not only doing harm to himself, but injustice to his employees. Take the case of a prominent manufacturing business which ought to be successful, but is constantly on the verge of failure, simply through the manager's inability to solve the employment problem. He seems to appreciate the value of good men and is able to find them, but does not know how to use them. He has only a vague knowledge of their relative values. Promotion of poor men causes the resignation of the good ones, and the energy of his force is weakened by jealousy and dissatisfaction growing out of unjust promotions and constant changes. In spite of his honest efforts to do well by his employees, he is deservedly unpopular with them and is known throughout the country as a poor man to work for.

The first step in getting the best possible results from employees and retaining those who are valuable is to know absolutely what each and every man is accomplishing. Too many employers rely upon hit or miss observation for this knowledge, and their judgment is biased by hurried impressions or by the influence of the personalities of certain men. The only right way is to keep a careful record of the results secured by every man, from the cheapest clerk to the most expensive salesman. Such a record can be kept either in books made for the purpose or on cards. The trouble of keeping such records is not large, and their value in even a month's time will more than justify the work involved. With these results in black and white, the employer will be able to reach correctly decisions which would otherwise be left to mere guesswork concerning dismissal of men, increase or reduction of salaries, and other questions. If rightly kept, this record will be the "Bible" of his business—an infallible guide to the exact "dollars-and-cents" value of his men. It will prevent injustice to him and to his employees. When Jones asks for a raise in salary, he can show him, by reference to the "Bible," that it is not niggardliness which makes him refuse, but the fact that Jones has not shown himself to be worth any more.

When the record shows that a man is falling down, and you are unable to find a way of getting results out of him, do not hesitate to dismiss him at once. To keep a man who is not making good is doing him a wrong, for in some other position better suited to his ability he might be able to succeed. It is also of importance to remember the demoralizing effect which a few incompetents retained in your service will have upon the capable men. The capable men, seeing incompetent ones kept on the pay-rolls month after month, say to themselves: "If these men can hold their jobs, there is certainly no need for us to fear, so we can take things a little easier." In this way trouble has begun in many a firm, and before it is remedied by the discharge of the incompetent men it destroys the efficiency of the force and causes actual losses of hundreds of dollars. The wise employer will not put off firing bad clerks until they have lit out with the petty cash, nor will he keep putting off raising the salaries of his good ones until his competitor has hired them away. He should be just as zealous in retaining competent men as he is in dismissing the incompetent. Even if he has no difficulty in filling the vacancies he creates, the actual loss resulting from changes is a serious matter in any business.

If care is used in selecting employees, every one of them is worth a careful trial and should not be dismissed without a thorough consideration of the reasons for his not coming up to expectations. Perhaps the failure is not entirely his own fault, but is due to conditions which can be remedied. Another point to remember is that it takes some men longer than others to adapt themselves to new work, and very often the most capable man will be the slowest in showing what is really in him. Take the case of the new salesman who went out for a manufacturer's house in the West, a territory where the firm had never been able to do any business. Three weeks went by and no orders came in from him. The sales manager, convinced that he was a failure, wired him three times to come home. But to his surprise the young man replied: "Can show results in another week." The manager was tempted to repeat his messages in more emphatic terms, but something impelled him to grant another week of grace. Within two days the firm received from this man an order for two carloads of goods from the best-rated jobber in that district. Finding it impossible to do business with the jobber, he had gone out among the retailers and, by hard work, had created such a demand that the jobber was forced to buy his line. Needless to say, he was retained with an increased salary, and today he is the star man of the firm's sales force. The incident is a good illustration of how too hasty judgment by an employer will often lose him a good man.

It seems hardly a profitable experiment to make an establishment a training school for competitors. If a man's methods are worth anything at all, he cannot afford to keep training up young men to a point where they will not work without more money, and then let them go over to his rival and give him the benefit of the experience they have acquired. A large departmental store, of Chicago, offers a notable instance of this kind. They pay a small percentage of their men very large salaries, and the rest they keep down to the lowest possible figures. The result is that their young men are constantly leaving and taking positions with other houses in the same line. Since this house is so well and favorably known, and their systems so perfected, men who have had experience with them are in great demand

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Another Lovera "Banderos" Prize Winner

Herewith a photograph of the Lovera "Banderos" window trim in the Crescent Cigar Store, Fourth and Pike Streets, Seattle, Wash. This was one of the prize-winning displays in the recent competition in which the Lovera Company distributed $500 to the successful contestants.

Philadelphia Notes

At the Gridiron Club dinner held recently in Washington, D. C., Starr & Reed cigarettes were served. This brand of cigarettes has had a most remarkable growth within the present year.

"Flor de Jeitles," the well known brand of Jeitles & Blumenthal, Philadelphia, is having a good call from the patrons of John H. Tusch, retailer, located 65 West Tupper Street, Buffalo, N. Y.

I. B. Krinsky has recently opened a premium station in Philadelphia at Seventh and South Streets. I. B. Krinsky is the manufacturer of the widely known "Cosmos," "Fifth Avenue" and "Concord," the latter the new nickel cigarette.

E. Allen Wilson, architect, has received a commission from Bayuk Brothers to prepare plans and specifications for a four-story factory building to be erected by them in New Brunswick, N. J. The building will be 90 x 100 feet and will have accommodations for 800 to 1000 cigarmakers.

The annual tobacco, corn and fruit show, under the auspices of the Lancaster County Tobacco Growers' Association, the Lancaster County Farm Bureau and the fruit growers of the county, will be held in "The Auditorium," Lancaster, Pa., February 9th and 10th.

Underwood Bill Dead

So far as the solicitude of the present Congress is concerned, with reference to his anti-coupon bill, Representative Underwood, at Washington, recently stated that his measure is dead. It is said that it was the intention both of Mr. Underwood and Representative Gardner, of Massachusetts, to have the Ways and Means Committee take action on the bill at this session of Congress, but having found that its enemies were not in the proper disposition for favorable action, it was dropped. It is now thought that the matter will lie dormant until March.

The incorporators of the Sterling Tobacco Company, recently incorporated at Boston, Mass., with a capital of $50,000, are C. T. Ellis and G. C. Drouin, both of Boston, Mass.

"Bold" Men Dine on Christmas Eve

A MERRY crowd of diners gathered at the Cafe Rosemont, Second Street, below Walnut, on Christmas Eve, when Bobrow Brothers tendered their annual banquet to their salesmen.

Messrs. Charles and Harry Bobrow were the first called upon by Toastmaster A. M. Schwarz to respond to toasts.

Charles Bobrow called attention to the success attained by the "Bold" cigar during 1914, and told of the great promise that 1915 holds for the rapidly growing brands. The men were advised of the increase in facilities in order to care for the heavy orders which have been coming through during the past months, and were advised that hereafter the firm hopes to be able to ship goods promptly on all orders.

The salesmen were enthusiastic over the success of the year, and as the various representatives responded to their toast each promised a still greater success for 1915.

Among those present were Charles Bobrow, Harry Bobrow, L. M. Walters, Henry Riesenberg, G. M. Palmer, W. A. Capple, E. J. Collins, I. Levin, T. Philip Grassmar, Wm. Herbst, Harry Sabakin, Bernard Fisher, Herman Becker, Joseph Seder, Sam Greenwald and A. M. Schwarz.

The menu included grape fruit, oyster cocktail, blue fish maitre d'hotel, planked steak, roast young turkey, hot waffles, sliced peaches, fresh strawberry ice cream, fruit, raisins, nuts, cafe noir, and "above all" "Bold" and "Discriminator" cigars.

Fire in Cohen Tobacco Factory

Several hundred dollars' worth of tobacco was burned up prematurely in a fire of undetermined origin which damaged the tobacco and snuff factory of Joseph D. Cohen & Company, 235 Green Street, on Wednesday.

The fire was discovered by Hemmerle, a policeman of the Third Street and Fairmount Avenue Station, and was extinguished by the firemen before it had spread far. The factory, a one-story frame structure, was not badly damaged.

Charles A. Kent Becomes Director of Reynolds Company

Charles A. Kent, who formerly made his headquarters in Memphis, Tenn., and who has been identified with the tobacco business for more than a quarter of a century, has been elected vice-president and a director of the R. J. Reynolds Tobacco Company, Winston-Salem, N. C. Mr. Kent's first connection with the trade was with the old snuff firm of Ivey, Owen & Company, of Lynchburg, Va., in which city he was born.

NOTICE

January 1, 1915.

NOTICE IS HEREBY GIVEN that the partnership lately subsisting between Otto Eisenlohr, Louis H. Eisenlohr and Charles J. Eisenlohr under the firm name of Otto Eisenlohr & Brothers, has been dissolved by reason of the decease of Mr. Otto Eisenlohr; and that the said Louis H. Eisenlohr and Charles J. Eisenlohr, the surviving partners, having succeeded to said business, have formed a new partnership and will, under the old firm name of Otto Eisenlohr & Brothers, continue the business of cigar manufacturers, without any change whatsoever in the policy or method followed by the late firm in the conduct of its business.

LOUIS H. EISENLOHR,

CHARLES J. EISENLOHR.

Advt.

Shipley-Massingham Company Secure "Ampere" Brand

The well-known house of Shipley-Massingham Company, of Pittsburgh, announce that they will feature the "Ampere" broadleaf cigar during the coming year, and will have charge of the distribution of this brand in Pittsburgh and vicinity. The "Ampere" is a ten-cents straight cigar, made in one size only, by the H. L. Bowers Cigar Company, Mansfield, O.

J. B. Moos Company Has Christmas Tree

From the J. B. Moos Company, Cincinnati, O., we learn that Christmas Eve was a Red Letter Day for the office staff of the company. Through the kindness of the company, a huge Christmas tree was erected and trimmed in a very artistic manner. At the cessation of the day's work, gifts were exchanged among the employees, and a thoroughly hearty spirit of good will was displayed by all. The occasion was further enhanced by the distribution to each employee of the annual gold piece, the gift of the company.

Report has been received from the William A. Stickney Cigar Company, St. Louis, Mo., that the local territory formerly covered by Oscar A. Engelhardt, will in future be looked after by Frank E. Bulfin, who has just recently joined the Stickney forces. Mr. Bulfin should do well in his new connection.

Pointers for Manager and Clerk

(Concluded from Page 25)

and command high prices from other employers. Many employers seem to think that the only way to retain good men is to keep raising their salaries, and that economy, therefore, makes frequent changes necessary. The truth is, a little talk will often do more to retain a man than a dozen advances in salary. What the average employee wants is to feel that his interests and his employer's are identical, and that the employer wants to retain him so long as he makes good. Profit-sharing systems are another favored means of inspiring employees with interest in the business. Such systems are now in use by a number of large companies and are very successful. Every fairly conducted business, however, really shares its profits with its employees, for salaries should approximate the actual amount earned for the company, less a fair profit on the investment and the necessary running expenses.—"Canadian Cigar and Tobacco Journal."

Tobacco Industries Are Stable

Recent declarations of extra dividends by three of the tobacco group furnished an excellent line on the present prosperity of the industry in this country. The companies that voted extra Christmas presents for their stockholders are R. J. Reynolds Tobacco Company, George W. Helme Company and Weyman-Bruton Company. These dividends were declared from earnings of the present year.

The matter of extra dividends is taken up by the Liggett & Myers Tobacco Company and Lorillard Company early in the spring, usually about the time of the annual meeting. These disbursements, however, come from earnings of the previous year. Both of these companies, it is understood, have had a year prosperous enough to warrant declaration of extra dividends at their meeting in March.

The extra dividend declared last week by the Reynolds Company amounted to 3 per cent., that of the Helme Company to 2 per cent., while the Weyman-Bruton Company voted 10 per cent. scrip. A year ago the Helme Company paid 2 per cent. extra and Weyman-Bruton Company 20 per cent. scrip. The Liggett & Myers extra disbursement from earnings of 1913 amounted to 4 per cent. and that of the Lorillard Company 5 per cent.

With three extra dividends already voted and at least two more likely to be declared, the tobacco group stands out most prominently just now when in most lines there is a tendency to either reduce, defer or entirely pass dividends.

A director of this group of companies in discussing the outlook for the tobacco industry for next year in view of general trade conditions, said: "The manufacturers of all forms of tobaccos have been able to buy their leaf this fall at considerably lower prices than was possible a year ago. The buying season opened with leaf prices far below the level of 1913, but during the last few weeks the market has stiffened. However, the average price over the buying season to date has been considerably lower than that prevailing for the same period last year.

"In spite of the high prices for the leaf and the strongly competitive conditions that made increasingly heavy expenditures for advertising, etc., an absolute necessity, three of the tobacco companies were able to declare extra dividends.

"With the retailer, as exemplified by the United Cigar Stores Company, the outlook is just as favorable, perhaps even a little more so. As long as the aggregate tobacco sales of this country increase, just so must the business of the United Cigar Stores Company go ahead. The United has built up a business of $35,000,000 a year from less than 1000 stores. The business of the United is still in its infancy."

Killian Store Opens in Sterling, Ill.

William and J. E. Killian recently opened on East Third Street, east of the Lawrence Building, Sterling, Ill., the Killian Cigar Store. The store has been fitted up in an attractive manner, the fixtures being of mahogany. A metal ceiling comes in for its share of attention. A sanitary drinking fountain and two telephone booths make the place a very convenient one. Messrs. Killian will handle a complete line of cigars, tobaccos and pipes, in addition to periodicals and sporting goods. The business on the first day is said to have exceeded expectations.

"Heidelberg" is the name of a Sumatra wrapped cigar that is being offered to local trade by Rosenthal Brothers & Bendetson, Boston, Mass. The company state that the brand is to be found in the cases of some of the best Boston stands. They also report repeating business on the "Heidelberg."

Patents of Interest to Tobacconists

Cigar Cutter: No. 1,119,220, December 1, 1914. Clifford V. Bates, Chicago, Ill.

Match-box Holder: No. 1,119,221, December 1, 1914. Clifford V. Bates, Chicago, Ill.

Cigarette Case: No. 1,119,281, December 1, 1914. George W. Hill, assignor to American Tobacco Company, New York, N. Y.

Tobacco Cutter: No. 1,119,610, December 1, 1914. Thomas C. Johnson, Quincy, Ill.

Machine for Making and Filling Cigarette Cases: No. 1,121,549, December 15, 1914. Louis Chambon, Paris, France.

Mouthpiece for Cigars: No. 1,121,253, December 15, 1914. James W. Ivory, Philadelphia, Pa.

Cigar Lighter Attachment to Automobiles and the Like: No. 1,121,539, December 15, 1914. Martin C. Schwab, Chicago, Ill.

Cigar Holder: No. 1,121,300, December 15, 1914. James G. Singley, Nuremberg, Pa.

Cigar: No. 1,121,660, December 22, 1914. Barnett Plotkin, New Haven, Conn.

A Romance of the War

When Miss F. Bray, a girl packer employed by the Irish Tobacco Company, Limited, was packing some tins of Irish tobacco for the front, a thought struck her that she ought to enclose a greeting for the lucky soldier who would receive the tin. She accordingly wrote the following message: "Wishing the smoker of this tin a happy Christmas and a speedy return," giving her name and address.

By a curious coincidence, the tin in question found its way to an Irish soldier, Private Rosmond, of the First Battalion Connaught Rangers, who was lying wounded at the Eastern General Hospital, Cambridge.

The grateful soldier who, by the way, thinking the message was from an Irishman rather than an Irish girl, wrote: "Dear Mr. Bray—I have got a tin of your tobacco today, which is a genuine tobacco for smoking. It is the first bit of Irish tobacco I have smoked for seven years and I am so thankful to you for sending it to Cambridge. I have been in India for seven years and just arrived on last month from the war. I have got wounded in the leg, and I am now in the Eastern Hospital, Cambridge. I am an Irishman myself and I love Irish tobacco. I am, yours sincerely, J. Rosmond."

The Irish Tobacco Company have thoughtfully given Miss Bray a large package of Irish tobacco to send to the grateful recipient of the last tin.—"Irish Tobacco Journal."

C. H. Rovig to Embark in Business

Just as soon as Charles H. Rovig can adjust the affairs of the former Rosenfeld-Rovig Company, Seattle, Wash., he will start in business for himself, locally, being known as the Charles H. Rovig Cigar Company. Mr. Rovig's business will be devoted to cigars exclusively, and his brands will include practically all of those handled by the old company, among them being "Charles Denby," "Jose Vila" and "New Bachelor." Mr. Rovig's old selling staff will be retained intact and it is possible that he will occupy the quarters formerly occupied by the Rosenfeld-Rovig Company on Fourth Avenue between Cherry and James Streets.

"Red Hand" cigars, formerly manufactured by Samuel Lowenstein, Cincinnati, O., are now manufactured by L. Newburger & Brother for Mr. Lowenstein, he having found it more beneficial to have them manufactured as they are at present. Mr. Lowenstein states that he has taken a number of orders on the brand for 1915.

British Tobacco Company Increases Profits

The report of the British-American Tobacco Company, Limited, for the year ended September 30, 1914, according to a recent issue of the "Journal of Commerce," shows net profits of $10,885,110, against $10,759,180 the preceding year. The balance after preferred dividends was equal to 31.79 per cent. on the ordinary stock, as compared with 32.54 per cent. earned the year previous. The income account compares as follows:

	1914	1913
Net profits	£2,177,022	£2,151,836
Preferred dividends	183,297	116,680
Balance	£1,988,725	£2,035,156
Ordinary shares div.	1,063,234	1,282,135
Surplus	£925,491	£753,021
Tr. to general reserve	1,500,000	.....
Previous surplus	1,973,902	1,658,685
Profit and loss surplus	£1,399,393	£2,411,706

The directors say in part:

"In consequence of the war, some losses will be sustained by the company in several of the belligerent countries, and the directors have, therefore, come to the conclusion that it would be a prudent course to set up a fund out of which any such losses may be met. They have accordingly set aside the above-mentioned sum of £1,500,000 to a general reserve which can be used for the purpose, though it should be stated that from the information available at present it is not anticipated that the losses will amount to more than one-half of the sum so set aside, and probably will not reach that figure. Notwithstanding the war, the business of the company in the majority of the countries in which it operates continues to be satisfactory.

"The earnings justify a larger final dividend, but the directors prefer to continue their conservative policy, and to carry forward, after providing the £1,500,000 transferred to general reserve, and deducting the final dividend, will still be £930,319, as against £1,973,902 last year."

Prisoners Remembered by Cigar Dealer

G. J. Johnson, a local cigar dealer, Grand Rapids, Mich., exercised some of the real Christmas spirit recently. On Christmas Eve he presented to each male prisoner in the county jail a gift of writing paper and cigars, while the female prisoners were made happy by boxes of candy. It was only through an accident that Mr. Johnson's generosity became known.

CHICAGO

(Continued from Page 22)

Taussig & Company, the leaf tobacco firm, remodeled their downtown establishment and will start the new year with one of the finest front sample rooms in the local trade. The offices have been made larger and the lighting has been improved.

"We just thought we would do a little housecleaning and get ourselves squared around to face the obstacles of the new year," was the droll explanation of William Taussig, of the firm.

James Pittaway, president of James Pittaway & Sons, cigar dealers, was killed last week as he was crossing the railroad tracks near his home on the South Side. He had his overcoat turned up about his head on account of the cold and failed to see the approaching train. He was seventy-six years old and was well known in the local trade. He had been in business since 1870. Guy W. Whitcomb.

This is the "Life"—

Patterson Bros., Makers

The Hatcher-Perry Company, of Roanoke, Va., recently had a window display on "Life" cigars, seven for fifteen cents, a strong selling package brand made by Patterson Brothers.

Patterson Brothers are the manufacturers of the well-known "Whip" and "Queed" brands of smoking tobacco.

Therefore we say, "This is the 'Life'."

Cleveland Man to Travel for Henry Heymann's Sons

Announcement is made by Henry Heyman's Sons, of Florin, Pa., that after January 1, 1915, H. L. Siddall, of Cleveland, O., will represent that house in Ohio, Michigan, Iowa, Montana and North and South Dakota. Mr. Siddall will carry the firm's general line of cigars, which includes the well known "Spiro," "Castle Dome" and "Havana Counts" brands. These cigars are made in the Caballero, Perfecto, Reina Perfecto and Londres shapes.

After January 1, 1915, Frank A. Leahy, of Denver, Colo., will travel through Colorado and Oregon in the interest of the above house and will carry the same line as Mr. Siddall.

"La Azora" Cigar Has Big Year

The Lilies Cigar Company, of Detroit, independent manufacturers of the famous "La Azora" cigar, made over 60,000,000 during the year 1914. S. T. Goldberg, the manager, in speaking of their great organization, says that seven hundred cigarmakers are employed on one floor. All wear caps and the most sanitary conditions prevail. There is a dining-room for employes. The Lilies Cigar Company have a great organization and a number of plants. The main plant is at the corner of Forest Avenue East and Hastings Street. Another plant, four stories high, at the corner of Third and Porter Streets, employs five hundred people. The greatest care is observed in the manufacture of "La Azora" cigars.

The company has their own warehouse in Havana. They also have warehouses in Connecticut.

The Lilies Cigar Company has had a wonderful year's business and are planning for a still bigger year in 1915.

"Little Tom" Crowley Becomes Member of Office Force

Maurice M. Crowley, more familiarly known to the trade as "Little Tom" by reason of his former extended connection with the "Tom Moore" factory, and who has traveled the road for the last eighteen years in the interests of the Winston-Harper-Fisher Company, Minneapolis, Minn., has been recalled and will in future be a member of the office force. Mr. Crowley's new office will not keep him from looking after a portion of his old territory. He will assist the roadmen of the company and will visit their territories with them, and put forth every effort for the expansion of the business.

Representing the "Charles Denby" interests, Evansville, Ind., J. W. Carroll recently visited Lancaster County, Pa., for the purpose of inspecting the new tobacco crop.

Imperial Tobacco Company Befriends Refugees

A hundred Belgian refugees are being cared for in Bristol, England, by the Imperial Tobacco Company, the pavilions of the athletic ground, at Knowle, having been fitted up for their reception. The unfortunate people are poor peasants, the majority being women and children, some babies. They arrived on October 31, and, as it was a Saturday afternoon, thousands of people cheered them as they were conveyed in brakes from the railway station to the athletic ground, a couple of miles away. Most of the board of management, their wives and daughters, motored to the railway station to see the arrival of the refugees, and then went on to Knowle.

Lining the roadway right to the athletic ground were crowds of people, including many hundreds of the employes of the company. At the ground, Belgian flags, as well as Union Jacks, were flying. The refugees were at once served with a substantial meal, and were afterwards allotted to their different quarters. The main pavilion had been admirably adapted as a residence. The long rooms on the ground and upper floors had been boarded off into a number of cubicles, in which are from six to a dozen beds, placed side by side as in a hospital. As the buildings are heated by hot water pipes and radiators, the cold weather will not be felt, however severe it may be. The whole of the front of the lower part of the pavilion is turned into a dining room, where the company will partake of all their meals. Other apartments include a smoking and reading room combined for the men, a room for the doctor, a big apartment to serve the purpose of a sitting and play room for women and children, and a room for the matron and a couple of nurses. There are also bath rooms, lavatories, drying room and other offices. A newly constructed kitchen forms an annex to the dining room, and it is equipped with modern appliances for culinary purposes. About sixty sleep in the pavilion and the other forty are accommodated in two corrugated iron structures, which have been turned into dormitories, with the necessary bath rooms and lavatories. The whole cost of the conversion of the buildings and the maintenance of the refugees will be borne by the Imperial Tobacco Company.—Tobacco World (London).

Packed in attractive green tins, "Palmy Days," a new brand of smoking tobacco manufactured by L. Warnick Brown & Company, Utica, N. Y., is being stocked by some of the New York City live retailers.

Detroit

Mazer Annex to be Opened With Dance January 4th—Drastic Cigarette Ordinance Proposed—Western Men Visit "Royal Banner" Factory

Detroit, Mich., December 24.

HAPPY NEW YEAR TO ALL. May every new resolution be kept, and may a part of every resolution be to "serve better the public, to give better service to your employer, and for the employer to take a greater interest in his employee." Such a resolution carried out cannot fail to bring about greater co-operation and harmony in any store, and with such a state of affairs, backed by quality and square dealing, cannot fail to result in "Greater Success."

The Hotel Pontchartrain cigar business for the holidays far exceeded our expectations. It came late, but it came with a tremendous rush. We ran considerably ahead of a year ago. The demand for high-priced goods has never been equalled. The day before Christmas orders poured in "for the best you've got in the place." We kept the wires busy telegraphing for immediate shipments. It was a great year for this hotel. As for the other dealers, M. A. LaFond & Company, the Soper Segar Store, A. C. Dietsche and the E. M. Harris Company, report a similar condition. Probably no exclusive cigar store did as big a business as the Soper Company. This firm had four automobiles, besides a corps of messengers, busy from early morning until late at night making deliveries. Extra help was called in to assist in taking care of the orders. Although the store is not a very large one, the writer counted at least nine clerks behind the counter at one time, although the entire staff with owners, including both shifts, is not over four. "It went beyond all expectations," said Abe Mannheim, vice-president of the company.

The feeling among the manufacturers for the new year is that business will be better than ever. The Mazer Cigar Company will start with a larger force than ever owing to the new addition, which will be formally opened by a dance on January 4th, Monday evening. At this affair all the employees will be present, as well as many customers and friends. The Wayne Cigar Company will probably build an addition as soon as the weather permits. This concern made close to 60,000,000 cigars for 1914, which is a 50 per cent. increase over 1913, their first year in business. The San Telmo Cigar Manufacturing Company, the Banner Cigar Company, the Lillies Cigar Company, the Hemmeter Cigar Company, the Superia Cigar Manufacturing Company, and William Tegge, are all optimistic about the new year and predict a material improvement in conditions.

A second dividend of 20 per cent. to the creditors of Gustav A. Moebs & Company, cigar manufacturers, of Detroit, was paid on December 24th by the Security Trust Company, Receiver in Equity, by order of the Court. This makes an aggregate of 53 1-3 per cent. received, a dividend of 38 1-3 per cent. having been distributed some time ago. The receiver expects to pay another dividend of about 15 per cent. when the estate is closed.

R. M. C. Glenn, president of Seidenberg & Company, makers of the "El Roi-Tan" cigar, was a visitor to Detroit early in December. Mr. Glenn called at the John T. Woodhouse Company, Michigan distributors for the brand, and discussed matters relative to the coming year. He also made calls at the retail stores, accompanied by his local representative, E. A. Roseman. The "El Roi-Tan" brand has always enjoyed a big trade in Detroit, and among the leading stores that features this brand above all others is the E. M. Harris Company. When their other two stores are opened, it will mean another big boost for this brand.

Card Garrison, sales manager of the Banner Cigar Manufacturing Company, is back in Detroit after a hurried trip through the Northwest.

Among the Detroit cigar manufacturers making 60,000,000 or over for the year 1914, are the Lillies Cigar Company (two factories), the San Telmo Cigar Manufacturing Company (two factories), and the Wayne Cigar Company (one factory). The total number of cigars made in Detroit for the year will be approximately 300,000,000, or about the same as 1913.

Lee & Cady, wholesale grocers and cigar jobbers, have increased their capitalization from $500,000 to $1,250,000. No extensions of the plant are contemplated, according to Gilbert W. Lee, president. He said the increase was made to take care of growing business.

A drastic cigarette ordinance will soon be presented to the Common Council of Detroit, if the present plans of Alderman Eddie Barnett are carried out. Mr. Barnett recently conferred with Henry Ford's secretary and together they discussed the proposed anti-cigarette ordinance. All cigarette sellers must pay a license fee of $1 and file a bond of $100, if the ordinance proposed is adopted. On two convictions for a violation the license of the dealer will be revoked. A penalty of $25 will be imposed for all sales to minors under eighteen years, and a similar penalty to minors who misrepresent their age. The giving away of cigarettes is made a punishable offense and the possession of cigarettes or "makings" by persons under eighteen will make them liable to punishment. It is expected that the above ordinance will be presented the first week in January.

Robinson Brothers, retail cigarists, of Detroit, who now operate a store on Grand River Avenue and another on Randolph Street, have taken a long lease of the building at the southwest corner of Gratiot and Raynor Streets, and will occupy part of it later with a cigar store. The lease is for eighteen years.

On Monday, December 21st, T. E. Gaghan, of the Banner Cigar Manufacturing Company, was agreeably surprised by a personal call from Frank H. Garrett, general manager of the Harle-Haas Drug Company, Council Bluffs, Iowa, and five of his best salesmen, including Keith Bradney, Jack Moeller, William O'Donnell, Charles A. Sheeler and L. I. Edson. These gentlemen during the past twelve months have shown the biggest increase in their sales of cigars. It is the annual custom of Mr. Garrett to give his leading cigar salesmen an outing of some sort, and this year he thought of no better way than to bring them East and let them inspect the new factory of the Banner Company, whose goods they sell in large quantities. It would hardly be necessary to add that Mr. Garrett and his men were "taken by storm" after being shown through the model Banner factory. They had no conception that "Royal Banner" cigars were made under such splendid auspices, in such a modern building and in such a scientific way. The result will be that when these men get back home, they will tell their customers what they saw, and the natural consequence will be that "Royal Banner" cigars will enjoy a bigger sale than ever in the territory covered by these five salesmen.

The trade will be greatly interested to know that William Freligh, better known as "Bill," who has been State representative for Best & Russell Company for the past few years, has tendered his resignation and on January 1st will represent the Compeer Cigar Company, manufacturers of the "Plantista" brand. Mr. Freligh and Mr. Don Sanders, of Grand Rapids, have formed a copartnership and have

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Tampa

Several Manufacturers Show Increase Over 1913—P. San Martin Factory Destroyed by Fire

Tampa, December 28.

THE Christmas rush having ceased to occupy the attention of local manufacturers, many of the factories have proceeded to the taking of their annual inventories, and in some cases, despite the gloom which seemingly with all its might and main endeavored to cast a pall over the general situation, manufacturers report that a satisfactory increase is shown. It is not surprising to learn that the factories of E. Regensburg & Sons, Cuesta, Rey & Company, Sanchez & Haya and Perfecto Garcia & Brothers are among the number.

Supposed to have been caused by sparks from a passing locomotive, fire last week destroyed the P. San Martin Cigar Factory, located at Second Avenue and Twentieth Street, owned by Wilfred Clarkson. On the arrival of the fire department the cigar factory (a wood structure) was a mass of flames, and realizing the futility of trying to save it, the principal efforts of the firemen were directed towards the Tampa Box Factory, located opposite, which looked for a while as if it might suffer the fate of the San Martin structure. However, the splendid work of the department, aided by a heavy rain which commenced shortly after the fire began, succeeded in saving the box factory. The loss sustained by the San Martin factory is estimated at about $28,000, covering the building valued at $8000 and stock, furniture and fixtures valued at $20,000.

Recent arrivals in the city from New York were Mr. and Mrs. Mortimer Regensburg, who made their headquarters at the Hillsboro. It is needless to say that Mr. Regensburg figures prominently locally in the cigar manufacturing business. John M. Carlisle, the well-known Liggett & Myers tobacco salesman, was also included among the visitors.

Alfredo Pendas has left the city for a fortnight's visit to New York.

The local interests of M. A. Gunst & Co. are now in the care of Jaime Pendas, who arrived recently. Mr. Pendas is not unknown locally, having at one time been associated with Y. Pendas & Alvarez, manufacturers of the popular "Webster" cigar.

Matthew W. Berriman is expected in Tampa for a short visit to the factory, following which he expects to leave for Havana, where he will inspect the tobacco to be utilized in the manufacture of his company's leading brand.

PERFECTO.

Fire Damages Indianapolis Cigar Store

Attributed to defective wiring, fire recently started in the basement of the South Illinois Street store of Charles L. Steffen, Indianapolis, Ind., spreading to the upper floor, practically destroying the complete stock of the retail department. Mr. Steffen estimates his loss at $2500. Though the stock was insured, the insurance did not succeed in covering all of the loss.

Fire Damages Buffalo Cigar Factory

Fire recently did damage to the extent of $2000 to the cigar manufacturing plant of Russell Gullo, at 79 Dante Place, Buffalo, N. Y. Gullo, who resides in the rear of his factory, discovered the blaze and turned in an alarm. The fire apparatus quickly quenched the flames, but not before stock and equipment to the extent of $2000 had been damaged.

SCOTTEN-DILLON COMPANY TO DECLARE BIG STOCK DIVIDEND AND TO INCREASE CAPITAL

Directors Recommend Increase From $1,000,000 to $1,500,000—With Regular and Extra Dividends Cash Payments are 40 Per Cent. This Year

Detroit, Mich., December 24.

STOCKHOLDERS of the Scotten-Dillon Company, manufacturers of tobacco, are to be given a chance to accept or reject a pro rata distribution among themselves of $500,000 of the company's surplus in the form of new stock, in addition to the cash dividends they receive from the company, which for the current year will be equivalent to 40 per cent. of the par value of their stock.

The directors of the company, at a meeting December 18th, voted to recommend to the stockholders that the company's capital stock be increased from $1,000,000 to $1,500,000, and that the $500,000 of new stock be issued and distributed to the stockholders as a 50 per cent. stock dividend, pro rata to their present holdings. The proposition will come before the stockholders for final decision at a special meeting, immediately following the annual meeting of the stockholders January 26th.

Besides taking the action in reference to the proposed stock dividend, the directors declared the regular quarterly cash dividend of 2 per cent. and an extra cash dividend of 8 per cent. payable January 1st. With the regular and extra dividends of similar amount declared for the three preceding quarters, the company's total cash disbursements in dividends for the year will be 40 per cent., as compared with 50 per cent. in 1913 and 32 per cent. in 1912.

In January, 1912, when the company's capital stock was increased from $500,000 to $1,000,000, the $500,000 of new stock was distributed as a 100 per cent. stock dividend among the shareholders.

The company's stock, with par value of $10 per share, is now offered at $106.50 on the Detroit Stock Exchange, the last sale reported having been at $106.25. Should the stock retain a sale value of $100 a share after the proposed stock dividend, the 50,000 shares of new stock would represent a distribution among the stockholders equivalent to $1,000,000, in addition to the $400,000 in cash payments which they will have received during the year.

Selling at $106.25 a share, with the 40 per cent. cash dividend for the year, the stock represents an income yield of 3.76 per cent. The stock dividend, if approved, calculating on the basis of the par value of the new stock would add 4.7 per cent., making a total yield equivalent to about 8.46 per cent. on the stock at the present price.

Pollack Tobacco Company May Erect Big Building

If the plans of the Pollack Tobacco Company materialize, rumor has it that another large building will be added to the growing list of the skyscrapers of Wheeling, W. Va.

According to the report, the company plans to erect a building of ten stories or more on the site of the Water Street building now owned by the Pollack Company. The rapid growth of the company is said to have made it necessary to increase the capacity of the factory. The present plans are to concentrate the two departments of the company in one building.

The incorporators of the Bourse Cigar Company, Boston, Mass., recently capitalized at $10,000, are Jesse E. Ames, Marion O. Murray and Edison M. Steere.

The Cuban Market

From Our Exclusive Bureau

Havana, Cuba.

Havana, December 23, 1914.

OUR market has further improved in activity, as will be readily seen by the number of bales sold during the past fortnight, and still they do not reflect the entire volume of business done, as there are a good many transactions pending examination which are not included in the totals this time. There has been also quite some activity in the country by local and foreign buyers. Prices have not yet improved, but one does not need to be a prophet to predict that the trend of prices in the year 1915 is bound to be upward. The good, serviceable part of the 1914 crop is not excessive, under only a moderate demand from the United States, and the chances of even half a normal crop are by no means assured, as everything will depend upon the future state of the atmosphere. Some people talk of only one-quarter, or one-third of a normal crop, but as this is all guesswork, we prefer to be conservative, and let others do the guessing, although we cannot shut our eyes to the fact that in the Vuelta Abajo there has been a great exodus of vegueros from the western part of that section; that too much rain has destroyed part of the newly planted fields, as well as the seedbeds, and that owing to the low ruling prices there has been no animation to devote as many acres to tobacco as in former years. The same conditions have prevailed in the Semi Vuelta and Partido districts, while excessive rains in the Santa Clara province have retarded the planting up to now in the principal sections.

Low prices stimulate the consumption of any article, although when the same go below the cost of production, a reaction is bound to come through shorter crops in the future, and speculators that are clear-headed will absorb the momentary surplus in nine cases out of ten. This seems to be occurring at present, as American leaf dealers and manufacturers have flocked down here already, when we had almost given up the hope of seeing them here this month. As confidence has returned in the United States, there are not too many stocks of leaf in the North; and as business is bound to be good in 1915, their coming here early is a sign which confirms our reasoning about a coming raise in prices. We have had as many as twenty buyers in our market at one time, including a few commission merchants that had some cable orders to purchase for their customers. The Spanish regie continues to be in our market, as well as in the country, picking up all the low grades, and our cigarette manufacturers are likewise active in securing their raw material at the momentary favorable prices for them.

Exporters to Germany are showing more life in securing the suitable grades for that market, as it seems that Great Britain has at least declared that she will not include tobacco as an article of contraband of war; therefore, it may be forwarded, in neutral bottoms, to neutral countries. Shippers to South America have begun to send more leaf to these countries, as perhaps by the raising of the internal revenue taxes on cigars the home production may be stimulated.

Sales during the last two weeks totaled 16,189 bales, which divided represented: Vuelta Abajo and Semi Vuelta, 6317; Partido, 622, and Remedios, 9250 bales.

Buyers were: Americans, 6117; exporters to Europe, 3574; shippers to South America, 2035, and our local manufacturers of cigars and cigarettes, 4463 bales.

Exports of leaf tobacco from the port of Havana, from December 1 to December 19, 1914, totaled 19,673 bales, which were distributed to the following countries, viz.: To all ports of the United States, 7154; to Canada, 119; to Spain, 7148; to Sweden, 709; to Denmark, 258; to England, 230; to Germany, 52; to the Canary Islands, 286; to Oran and Algiers, 500; to the Netherlands, 760, and to South America (Buenos Aires and Montevideo), 2457 bales.

Receipts of Leaf Tobacco From the Country.

	From November 27 to December 17, 1914.		Since January 1, 1914.	
Vuelta Abajo	8,996	bales	205,051	bales
Semi Vuelta	1,167	"	37,403	"
Partido	597	"	14,223	"
Remedios	32,768	"	204,636	"
Oriente	2,675	"	5,772	"
Total	46,203	"	467,085	"

Buyers of Leaf Tobacco That Come and Go.

Arrivals—From New York: Richard Sichel, of B. Rosenblueth; H. Rosenberg, of H. Rosenberg & Company; Marco Fleischman, of S. Rossin & Sons; Howard Friend, of Friend & Company; Mr. and Mrs. S. Ruppin, of S. Ruppin, and B. Lichtenstein, of Lichtenstein Brothers.

From Tampa: José Lovera, of the José Lovera Company; Angel L. Cuesta, of Cuesta, Rey & Company; Manuel Pendas, of Y. Pendas & Alvarez; José Escalante, of José Escalante & Company; Val M. Antuono, of Val M. Antuono; Mr. and Mrs. Mortimer Regensburg, of E. Regensburg & Sons.

From Philadelphia: M. Bayuk, of Bayuk Brothers; M. Lipschutz, of the "44" Cigar Company; Charles Hipple and N. P. Gotual, of Hipple Brothers, and Felix Eckerson, of Felix Eckerson & Company.

From Boston: Albert W. Kaffenburgh, of I. Kaffenburgh & Sons, and Wm. P. Batchelor, of the "C. C. A." Cigar Company.

(*Continued on page 33*)

The Cuban Market

(*Continued from Page 32*)

Departures—To New York: Marcelino Perez, Manuel Rodriguez and Son, José M. Diaz, David Simmerman, Allie Sylvester, Maximilian Stern and Manuel Pandas.

To Philadelphia: Louis H. Eisenlohr, Charles H. Eimerbrink, Charles Hipple and N. P. Gotual.

To Boston: Wm. P. Batchelor and Albert W. Kaffenburgh.

To Tampa: Angel L. Cuesta, Celestino Corral, Val M. Antuono, Facundo Argüelles and Salvador Rodriguez.

Returned—Herman Diehl, of Nunez, Diehl & Company; Baldomero Fernandez, of Baldomero Fernandez; Frank Strater, of H. H. Strater; Manuel Lozano, of Lozano & Miguel, and Walter C. Sutter, of Walter Sutter & Company.

Cigars.

Very little news could be gleaned from our cigar manufacturers, because while the majority are still working with either greatly diminished forces or otherwise only on half or quarter time in the execution of the few unfilled orders, the prospects for the future are as gloomy as ever and everything will depend upon the United States whether the majority may have to shut down entirely or continue to do at least a little business. The demand from Europe has shrunk again, and the calls from South America have almost ceased, as the Argentine Republic intends to raise the internal revenue taxes 40 per cent.

In my letter of the 8th of December, and published in THE TOBACCO WORLD of the 15th of December, I mentioned that one of our leading manufacturers would spring "a scrap size" on the trade. This was a mistake. What I wanted to say was—the manufacturer would spring a *"surprise"* on the trade in the form of two long filler, handmade, imported cigars, which can be retailed at ten cents and two for twenty-five cents—or better said, five for fifty cents and four for fifty cents, and which would leave a good margin for the dealer. Each package is enveloped in silver foil.

This miracle in the imported cigar business will be a revelation, as so far it has never been done. Reduced cost of labor and very reasonable prices for leaf tobacco—produced by the European war—have made it possible.

I hear that Messrs. Park & Tilford, of New York, have secured the exclusive control of these two sizes, and weekly shipments will begin early in January.

The only factories which seem to have some fair orders still are Romeo y Julieta, Partagas, H. Upmann and Sol.

Leaf Tobacco.

The sudden death of Mr. Otto Eisenlohr came as a shock here to our leaf dealers, when they received a cable on the nineteenth instant from his brother, Louis H. Eisenlohr. The latter had made some purchases amounting to about 4000 bales in our city, and about 1000 bales in the country, but as they have to be registered by Ventura Blanco, they are not included in the figures for the last two weeks, until the examination shall have been completed.

Sobrinos de A. Gonzalez have bought heavily for the Spanish Regie, as their purchases must foot up in the neighborhood of 10,000 bales this month, the majority of which were made in the Santa Clara Province.

Jose C. Puente & Company were sellers of 1365 bales of Remedios and Partido leaf during the last fortnight.

Leslie Pantin, although having no customer in town, nevertheless purchased 845 bales of all kinds of leaf, by cable orders, and for his American customers.

Rodriguez, Menendez & Company sold 1337 bales of leaf during the last two weeks, and we also heard that they delivered 300,000 cigarettes of their "El Cuno" brand to the German Red Cross Society, for the consolation of the wounded soldiers.

Hipple Brothers, we heard from a good source, purchased 798 bales of leaf during the sojourn of Messrs. Charles Hipple and N. P. Gotual.

Herrera, Calmet & Company disposed of 490 bales of their fine Remedios escogidas in the last fortnight.

H. Upmann & Company were buyers of 713 bales of leaf for export during the past two weeks.

The demise of the late H. H. Strater, on the sixth instant, in Cleveland, came as a shock to his nephew, Frank Strater, as he had left him only a few days before, and while being a sick man, the sudden ending could not be foreseen. He leaves a widow, but no children, and we extend our sincere condolence to the widow and his nephew in the hour of their affliction.

Shippers of leaf tobacco from the port of Havana, above 200 bales during the last fortnight, were:

Sobrinos de A. Gonzalez	7300	bales
Rodriguez, Menendez & Company	1144	"
Maximilian Stern	1085	"
H. Upmann & Company	772	"
Wm. Armbrecht	709	"
J. H. Cayro & Hijo	706	"
Leslie Pantin	528	"
Ernst Ellinger & Company	499	"
Manuel Suarez	261	"
Jose Suarez & Company	231	"
J. Bernheim & Son	221	"
J. F. Berndes & Company	210	"

Havana sends greeting to her sister Republic, hoping that the New Year may fulfill our mutual desires in a better business year than the one now drawing to a close has been.

ORETANIV.

Reiss Brothers & Company to Open Branch House

Announcement is made to the trade that Reiss Brothers & Company, the well known Chicago, Ill., pipe house, will on January 1st open a branch office at 83 Montgomery Street, San Francisco, Cal., with a stock valued at $100,000. Edward E. Whiting will be in charge, he for many years having been Coast representative for the company. He will also have under his direction the representation for the States of Washington, Oregon, California, Nevada, Utah and Arizona. The home office has appointed the following new representatives to travel its territory: W. D. Eppstein, Michigan, Wisconsin, Minnesota, North Dakota and South Dakota. Lower Michigan, Ohio, Indiana, Kentucky and Tennessee will be looked after by A. R. Rubin, while Missouri, Kansas, Colorado and Wyoming has been allotted to Max Lehman. A. E. Aerial will cover the South.

Richmond Company Pleased With "Savarona" Brand

The Straus Cigar Company, Richmond, Va., report that they are much pleased with the sales on the well-known "Savarona," of the Cayey-Caguas Tobacco Company. The Straus Cigar Company are distributors on this brand in four States and state that the growth in each during the past year has been very conservative. A tremendous sale has been experienced by the company on "Otto the Great," a five-cent proposition handled by the company. In addition to this, excellent results have been obtained on the brands of H. Anton Bock & Company, as well as a gigantic business on "Webster," manufactured by Y. Pendas & Alvarez, Tampa.

San Francisco

Country Helps Wholesale and Jobbing Trade—Domasa Viadero, "Forty-Niner," Passes Away—Judell "Guide to Exposition" Makes Big Hit

San Francisco, December 19.

WHILE the holiday trade has been a little spotted at most of the stores, owing to the adverse weather, the last week or ten days were of the best. The weather turned bright and cold, and the smokers were out in goodly numbers. The bettering of general business conditions and the improvements in collections that came along about the middle of November led to freer spending than had been anticipated, and probably has meant a lot of additional business for the retailers during the last month. The wholesale trade has also been better than for some time past, particularly in the country, where the late heavy rains have given an assurance of much better crops than had previously been anticipated. Traveling men have found it much more disagreeable in covering their territory, but they have been rewarded by a larger business as a general rule. So far, the prohibition amendments in Oregon, Washington and Arizona are having less effect than the trade had anticipated. San Francisco wholesalers having numerous connections in Oregon and Washington find that their travelers have done nearly as large a business on their latest trips as before, though naturally some adjustments to the new situation will have to be made. As the new amendments do not become effective until January 1, 1916, there is still a year in which to get settled.

C. H. Schmidt, manager of Tillman & Bendel, wholesale grocers, with large wholesale cigar and tobacco departments, returned a few days ago from a short trip to the Eastern factory connections of the house. While away, Mr. Schmidt arranged for the new goods for next year from the factories of Sanchez & Haya, Mendel & Company and T. J. Dunn & Company. He also visited some of the leading tobacco manufacturers and arranged for shipments. Tillman & Bendel are among the largest distributors of manufactured tobaccos on the Pacific Coast.

H. Sutliff, proprietor of The Pipe House, at 245 Kearny Street, has begun a street car advertising campaign.

H. H. Manley, San Francisco manager for the American Cigar Company, has been taking a short run through the States of Oregon and Washington, with the intention of getting back to town about in time to spend the holidays at home. This is Mr. Manley's first trip through the Northwest since Oregon and Washington went dry, and he has been pleased at the cheerful and hopeful way in which the trade has accepted the situation. He believes that the change will have less adverse effect than was anticipated.

Edward E. Edwards, a tobacco grower of Connecticut, has been spending the closing days of the year on the Pacific Coast. He is at present at Seattle, Wash., for a short time.

Sello Blumenthal, for many years a traveler for M. A. Gunst & Company in the California territory, but now Middle Western representative for the "Owl" cigar, is in San Francisco for a few days' visit with old friends and relatives. He has had a familiar look about the old place.

J. L. Daniels, of San Francisco, who is making a specialty of popularizing Kona Hawaiian leaf tobacco with California manufacturers, is in Los Angeles this week visiting his trade in Southern California.

One of the oldest of the old-time San Francisco cigar men, Domasa Viadero, died here a few years ago at the age of eighty-six. Mr. Viadero was of Spanish birth, but arrived in San Francisco in the pioneer days of 1849. At first he imported cigars on his own account, but later became identified with A. S. Rosenbaum & Company and still later with Esberg, Bachman & Company and S. Bachman & Company, the successors of that house. Though not actively in business for some years, he kept up his interest in the affairs of S. Bachman & Company until a few months ago, when age and failing health began to tell.

As is usual at this time of the year, there are a number of changes in the trade and reports of others to occur at or soon after the first of the year. So far the changes have concerned only smaller stores in San Francisco, Los Angeles and other points. In this city, T. W. Mark has bought out the business of W. R. Tibbott, and P. E. Rulon has taken over the business of F. M. Emerson. In Los Angeles, Eads & Selvey have succeeded to the business of O. G. Cowlick.

H. L. Judell & Company, Front Street wholesalers, are making a big hit with their various issues of their Photo View Map and Guide to the Panama-Pacific Exposition. The third edition was issued a week ago, and is being generally sought for along the Coast and in the East. It shows the finest views of the larger buildings at the Exposition yet printed, and its guide to San Francisco and the Exposition, as well as its programme to the latter, is very complete. Succeeding issues of this folder will contain the official schedule of the events at the Exposition as they are announced. Emil Judell, junior member of the firm, who has been in Tampa and Eastern manufacturing points for several weeks, is expected back on the Coast within a few days.

The Pacific Cigar Company, Sacramento Street cigar jobbers and distributors of the Martinez-Havana Company's lines, are now closing up their first quarter very successfully. Sil Arkush, of this house, will leave for the East in about two weeks for a short visit at the factory.

The Hochfield Brothers Cigar Company has been incorporated at Portland, Ore., to engage in the wholesale and retail cigar and tobacco business. The new company will take over and operate the well-established business of H. Hochfield. Additional stock will be carried in the wholesale department, and a larger territory will be covered.

President Whitaker, of the John Bollman Company, cigarette manufacturers of this city, is now in St. Louis and other Eastern points. He will spend some time with the home office of the Liggett & Meyers Tobacco Company.

A. N. McConnell has bought out the retail cigar business of J. D. McMillan, at Eureka, Cal.

The firm of Mulhall & Gardner, at Santa Rosa, Cal., has been dissolved, Mr. Gardner having bought out the interest of Mr. Mulhall in the business.

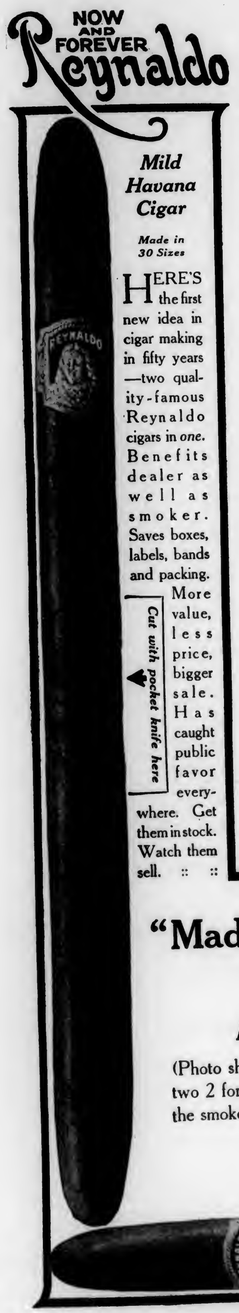
Cope & Warded, at San Diego, Cal., have bought out the cigar and tobacco department of G. M. Webster, of that place. They expect to do well during the San Diego Exposition, which opens on January 1st.

B. Hess, Pacific Coast representative of the "Optimo" and "Centropolis" lines of cigars, is now closing up his work for 1914 with a run through Washington and Oregon. He expects to be back in San Francisco about the first of the year.

ALLEN.

Tobacco Coupons Buy Gifts for Houston Poor

Prior to Christmas more than 50,000 tobacco coupons had been sent to the Houston, Texas, Police Department to assist them in their work for a Christmas Fund for the poor and needy children of that city. Through these tobacco coupons many useful gifts were secured and the heart of many a poor child was gladdened as a consequence.


NOW AND FOREVER
Reynaldo
Mild Havana Cigar
Made in 30 Sizes
HERE'S the first new idea in cigar making in fifty years—two quality-famous Reynaldo cigars in one. Benefits dealer as well as smoker. Saves boxes, labels, bands and packing.
More value, less price, bigger sale. Has caught public favor everywhere. Get them in stock. Watch them sell. :: ::
Cut with pocket knife here
REYNALDO

A Successful Clerk

We know of a cigar clerk who is working in a prominent cigar store not a million miles from Broadway, and we predict a bright future for the young man in question. He has been in the game six months now and he knows more about the problem of living than most men we know. His chief duty is to find out and arrange and look up things for other men. When you mention your need he smiles and goes about it—not an inane smile, because he read somewhere that smiling helps, but a pleasant smile that means he understands what you want and it won't be for lack of trying if he doesn't do it. And generally he does it. He is the same kind of person at home, too. He doesn't know a whole lot of people. He's too busy, and we doubt if many of the persons who know him realize what a vacancy there would be if he should drop out of their lives. But we owe a great debt to him. He proves to us always that life may be lived without a grouch or a frown of discontentment. He stimulates our faith in the worthwhileness of living. He holds up a candle by which to see the road. He is one of those who prove that the world need not be dark.—"Exchange."

Trade Jottings

T. T. Davis has taken over the cigar store of Warner Brothers, in the Ratti Building, Indianapolis, Ind.

In the interests of "El Roi-Tan," the very popular product, Charles E. Schauer, representing F. A. Davis & Sons, was a recent visitor to the trade of Richmond, Va.

"Lasteco," a five-cent clear Havana, manufactured by the Lasteco Cigar Company, Quincy, Fla., has been taken on by "Dad" Leach, of the cigar stand connected with the Orpheum Theatre, Jacksonville, Fla.

W. Rosenfeld identifies himself with the sales force of S. Banard, 86 Union Street, Boston, Mass., January 1st. Mr. Rosenfeld will devote his attention locally to "Union League Club House" cigars.

Following an operation recently performed at the Mercy Hospital, Baltimore, Md., Otto C. Burkhard, who for the past ten years conducted a retail cigar stand at 2408 Fairmount Avenue, that city, died, leaving his widow and one brother.

Labor at Fayetteville, N. Y., being difficult to obtain, the Standard Tobacco Company, of that place, manufacturers of "Doctor's Mixture" and other brands of smoking tobacco, is now packing its machinery and stock and forwarding both to Richmond, Va., its future location.

"Subway" and "Dutch Master" cigars have been taken on by the Falkner-Moody Cigar Company, of Milwaukee, Wis. Frank Falkner, Jr., of the company, recently arrived back from a visit to Chicago for the purpose of restocking on a first-class line of meerschaum pipes, the same for holiday orders.

After having been engaged in the tobacco trade for a period extending over fifty years, J. A. De Ben, of New Orleans, has retired. Mr. De Ben is the father of J. Sal De Ben, of the Crescent Cigar & Tobacco Company, and conducted for a long time the stand in the Hennen Building, at Carondelet and Common Streets.

"Made So Well This Generation, It Will Remain The Next Generation's Favorite"

Reynaldo Economics

(Photo shown at left) are packed fortieths, being two 2 for 25c cigars made as one and costing the smoker 20c, or 10c each.

Reynaldo Duets

(Photo shown at bottom) are packed fortieth and twentieth, being two 10c cigars made as one and costing the smoker 15c, or 7½c each.

Luckett, Luchs & Lipscomb, Bulletin Building, Philadelphia, Pa.

Cut with pocket knife here

Leaf Tobacco Notes

PENNSYLVANIA

Lancaster, Pa.

Favorable weather during the past week was responsible for the general stripping of Lancaster County's new tobacco crop, a large percentage of which has now been stripped. The growers claim it is the best crop grown within a quarter of a century.

So far not above a few hundred acres of broadleaf have been sold, at nine to ten cents a pound, though Havana seed, sold early in the season, brought from fourteen to eighteen cents a pound. It is claimed for the new tobacco that it is a free burner, of good bouquet, and of color acceptable to the trade, though in the earlier curing stages the color was bad. The local leaf dealers have their 1913 packing in shape for selling, but they do not expect much in the way of business until the new year has fairly opened.

The surprise of the last week in local tobacco circles was the sales of crops of the new tobacco, and at prices beyond what the Lancaster packers had all along said they could afford to pay.

These sales appear to have borne out the claims of the growers that the 1914 tobacco is of a quality that is certain to commend itself to the trade at large. The packers have contended that only the tobacco planted early, and cut early, would be of the proper grades, while that planted late would be of an inferior quality.

KENTUCKY

Hopkinsville, Ky.

Prices yet are lower than had been hoped for, but unquestionably this is due in considerable measure to the faulty condition of the tobacco which has been offered up to now. Last week the thermometer hovered around the zero mark for several days, and while sales were held, notwithstanding, neither buyers nor sellers could do themselves justice. At the last of the week the weather moderated, bringing with it rain and penetrating dampness again, which is expected to put the tobacco too high in order, as it was in the opening week.

Prices last week showed slight advance of 50c. to $1 per hundred. So far no really classy tobacco has showed up and it is believed that when the good crops do become coming in that prices will rise sharply. Just now it appears that the farmers are bringing in their off grade tobacco for the purpose of trying out the market or raising Christmas money and are holding back their good grades until later.

CONNECTICUT

Suffield, Conn.

All of the tobacco warehouses in the town are open and running on full time with a full supply of help. Managers and owners are taking in the tobacco from the farmers as fast as possible and during the week it is probable that nearly all the crop will be delivered, which means steady work for the winter. It is estimated that nearly 1500 men and women are employed in the different warehouses. E. Weaver, of West Suffield, heads the list in number of help employed, with nearly 700 people employed in his warehouses, two in West Suffield and one in East Hartford. The new warehouse owned by John Sullivan in the east part of the town was opened a few days ago and employs about 150. Nearly all of the warehouses in the town are daily besieged by men and women looking for work. The greater part come from Springfield and Hartford.

DETROIT

(Continued from Page 30.)

taken over "Plantista" accounts in Northern Indiana and Michigan. The firm will be known as Freligh & Sanders. On April 1st they will open a retail cigar stand in the Greater Henry Clay Apartment Hotel, Detroit.

The Central City Cigar Factory, Jackson, Mich., was damaged to the extent of $2500 by fire on December 20th. The loss, however, was fully covered by insurance.

The State Grange, comprising 60,000 Michigan farmers, at its recent convention in Battle Creek recommended that at the next session of the State Legislature a law be passed prohibiting the manufacture, sale or use of cigarettes in Michigan.

Al U. Thornburg.

Minnesota a Good Tobacco State

The results of six years' investigation of tobacco raising in Minnesota will be ready for the public soon. C. P. Bull, Associate Professor of Agronomy at the Minnesota College of Agriculture, practically has completed the report covering the period. His findings will be put out in pamphlet form by the Bureau of Publications at the University Farm for the use of prospective tobacco growers.

According to Professor Bull, conditions in Minnesota are satisfactory for growing a successful crop of a good grade of tobacco. He says many of the past failures are due to lack of information and inexperience. He has found that this State, even in some of the northern counties, is fitted to produce tobacco as a staple crop with proper care.

Three successive Legislatures have made possible the investigation which is to be reported on by Professor Bull. The Legislature of six years ago made a small appropriation for an investigation confined to a small area. The two succeeding ones have continued the practice and have extended the scope of the study.

OHIO

Lewisburg, O.

Many farmers in this locality are busy stripping their first tobacco of the season. With the rainy spell of last week the weed was put into fine case and considerable of it was taken down. Those who have been stripping report the growth of fine quality and that it ought to bring a good price. A few are reported to have been offered a dime a pound for it. This is a fair price but not as much as it has been selling for the past few years. Last year much of it through this section sold for twelve and one-half and thirteen cents per pound.

THE TOBACCO WORLD REGISTRATION BUREAU

The Tobacco World, established in 1881, has maintained a Bureau for the purpose of Registering and Publishing claims of the adoption of Trade-Marks and Brands for Cigars, Cigarettes, Smoking and Chewing Tobacco, and Snuff. All Trade-Marks to be registered and published should be addressed to The Tobacco World Corporation, 236 Chestnut Street, Philadelphia.

One Dollar for each title must accompany all applications. In case title or titles cannot be registered owing to prior registration same will be returned immediately, less our usual charge for searching and return postage, or it will be credited if desired.

☞ Positively no responsibility assumed for errors, duplications or any controversies which might arise. We will not under any circumstances act in a legal capacity in cases concerning disputed titles. We maintain a bureau of records only.

REGISTRATIONS.

BUCKLE DOWN:—30,579. For cigars and tobacco. December 15, 1914. Jacobs, Holtzinger & Co., Windsor, Pa.

BUCKLE UP:—30,580. For cigars and tobacco. December 15, 1914. Jacobs, Holtzinger & Co., Windsor, Pa.

BUCK DOWN:—30,581. For cigars and tobacco. December 15, 1914. Jacobs, Holtzinger & Co., Windsor, Pa.

BUCK UP:—30,582. For cigars and tobacco. December 15, 1914. Jacobs, Holtzinger & Co., Windsor, Pa.

BUCKLE ON:—30,583. For cigars and tobacco. December 15, 1914. Jacobs, Holtzinger & Co., Windsor, Pa.

MANILLA BOYS:—30,584. For cigars. December 16, 1914. W. J. Neff & Co., Red Lion, Pa.

SALPINX:—30,585. For cigars, cigarettes and tobacco. December 18, 1914. George Tzibides, Boston, Mass.

WISCONSIN FIRST:—30,586. For cigars. December 19, 1914. Tonic Cigar Co., Milwaukee, Wis.

HAVANA TREEPA:—30,587. For cigars, cigarettes and tobacco. December 19, 1914. Chas. Stutz Co., New York, N. Y.

ROGER C. SULLIVAN:—30,588. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. December 21, 1914. Sam Silver, Chicago, Ill.

DOUBLE SPEAR:—30,589. For cigars. December 21, 1914. Selak & Hoffman, Wilmington, Del.

OLD CONGRESS:—30,589. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. December 22, 1914. Dearstyne Bros. Tobacco Co., Albany, N. Y.

TREATY OF ROME:—30,591. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. December 23, 1914. Moller, Kokeritz & Co., New York, N. Y.

THE DOCTOR'S ADVICE:—30,592. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. December 23, 1914. Liborio Cigar Co., Tampa, Fla.

UVANAS:—30,593. For cigars, cigarettes, cheroots, stogies. December 24, 1914. Ruy Suarez & Co., New York, N. Y.

FANTINE:—30,594. For cigars. December 24, 1914. C. E. Speer, Terre Haute, Ind.

LAVERIA:—30,595. For cigars. December 28, 1914. Levi-Kaften Co., Inc., New York, N. Y.

SUBGRADE:—30,596. For cigars. December 28, 1914. Central Cigar Box Co., St. Louis, Mo.

PITTSBURGH CHECKERS:—30,597. For cigars, cheroots and stogies. December 28, 1914. Union-American Cigar Co., Pittsburgh, Pa.

DAN QUIN:—30,598. For cigars, cigarettes and tobacco. December 28, 1914. Kaufman, Worms & Co., New York, N. Y.

Michigan City Cigar Store in Hands of Trustee

Lewis H. Haberman, proprietor of the Club Cigar Shop, Michigan City, Ind., has recently made an assignment to James H. Orr, as trustee, in favor of the creditors. The Club Cigar Shop was conducted under a partnership arrangement composed of Mr. Haberman, William L. and Henry White. The firm's liabilities are unknown, while the assets, according to a schedule filed, show $3763.95.

The barber shop in the establishment is not affected by the assignment.

Trade Comment

Jack Buckley, Raymond, S. D., has entered the retail ranks.

Bungay & Shaw, Incorporated, Santa Monica, Cal., capitalized at $75,000, have opened at that place for the purpose of doing a cigar business.

Sternberg & Sons, Memphis, Tenn., are distributors for the well-known "Optimo" in several States adjacent to Tennessee.

The cigar stand of T. P. Lovejoy on Second Street, Hastings, Minn., has been purchased by John Driscoll, who will in future conduct the business.

Among the incorporators are included W. D. Collins & Company, Louisville, Ky., capitalized at $5000. Messrs. W. D. Collins & Company are to deal in tobacco.

"La Flor de Gonzalez & Sanchez" has been taken on for distribution by the Max Jacobson Cigar Company, St. Louis, Mo. The brand is carried in twelve sizes.

Propose Reduction of Tobacco Products Stock

Stockholders of the Tobacco Products Company will meet in Richmond, Va., on December 28th, to vote on a reduction in the preferred stock from $8,000,000 to $7,000,000. Last year the authorized preferred was reduced from $20,000,000 to $8,000,000. Of the $12,000,000 reduction $2,000,000 was retired. The common stock at the same time was cut from $30,000,000 to $16,000,000.

"Ofty" Cigar Proves Satisfactory

Report received from Ballard & Holliday, 209 West Camden Street, Baltimore, relative to their recent campaign on the "Ofty" cigar, is to the effect that while the same was not of long continued duration, still it proved satisfactory to the company. This company is very much pleased with the business they have been doing and states that 1914 will probably prove to have been one of the biggest years they ever experienced.

War Money in Evidence in Seattle

The fact that war money is beginning to appear in local territory, and in a rather liberal quantity, is regarded as an optimistic sign, which is bound to have a beneficial effect on 1915 business conditions, according to George Leghorn, of the Morgan Cigar Company, Seattle, Wash. Mr. Leghorn said that business had been good on the Coast and that he looks forward to a good business in the coming year.

"Above All" Makes Hit in Buffalo

Bernhard Miller, the well-known Buffalo, N. Y., jobber located on Exchange Street, states that he has been using to excellent effect the slogan "Above All," utilized by Bobrow Brothers, Philadelphia, Pa., in the publicity which they are giving the ever-popular "Bold" cigar manufactured by them. Mr. Miller states that he is well pleased with the business of 1914 on the "Bold."

BUSINESS OPPORTUNITIES

For Sale, Wanted and Special Notices

RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

Special Notices.

"OLD DRURY" IS A SELF SELLING CIGARETTE
Willie Collier says, "Every puff a plug." Cork or plain. Write for territory. Old Drury Cigarette Co., 143 West Fortieth Street, New York City.

MONROE ADLER,
CIGAR BROKER,
186 N. La Salle St., Chicago, Ill. 6-17-he

LANCASTER STOGIE COMPANY,
MANUFACTURERS OF HIGH GRADE STOGIES,
120 Water St., Lancaster, Pa.

HIGHEST GRADE OF WHEELING STOGIES—That will please the most exacting smoker, are made by C. A. Kase, Seventh and Main Streets, Wheeling, W. Va.; Factory 33; Established 1895.

IMPORTANT NOTICE TO CIGAR JOBBERS—We want you to know that we make the best $20.00 cigar and the best $17.50 cigar you can buy anywhere. Registered brands; 16 years' experience. Only one jobber in any territory. Samples to responsible jobbers. T. E. Brooks & Co., Red Lion, Pa.

Wanted.

CASH PAID FOR CUTTINGS, SCRAPS & siftings.
Write to H. Adler & M. Meyerson, 332 E. 48th, New York

Wanted.

WANTED—Unlimited quantities of "Seed Cuttings" and "Siftings." Get our new quotations for cash. Interstate Tobacco Company, 428 East 106th Street, New York City.

IMPORTANT NOTICE TO CIGARETTE MANUFACTURERS—We manufacture cigarettes for the trade; we also supply tobacco boxes and labels 25 per cent. cheaper than elsewhere Brands registered. Write for particulars. Live distributors wanted The Soter Company, 235 Canal Street, New York City.

WANTED—HAVANA AND SUMATRA TOBACCO STEMS, 100-lb. bales. Give lowest price, and amount you can deliver monthly. Address Box 666, Tobacco World.

WANTED—Cigarmaker who is musician. Clarinetist preferred. Write C. W. Turner, Unionville, Mo.

For Sale.

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 E. 78th St., New York. 9-1-tf

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1, or money refunded. Fifty cents per pound. Edwin Alexander & Co., 178 Water Street, New York.

Two Tons of Tobacco for Allied Troops

In addition to three thousand comfort kits already sent the allied soldiers in the trenches, Archer M. Huntington, treasurer of the Lafayette Fund, has announced that soon two tons of smoking tobacco and two million cigarettes would be shipped. The tobacco and cigarettes are the gifts of New York business men who desire to be anonymous.

These men, deeply sympathizing with the sufferings undergone by the soldiers, wrote Mr. Huntington at the Vanderbilt Hotel, the headquarters of the fund, that they believed the soldier obtained more comfort from his pipe and cigarette than from any other thing.

Donors of kits—and their number is legion—in nearly all cases have provided funds for something more than just ordinary necessities. In practically every case from fifty cents to $1 has been added for a scarf, cigarettes, a pipe or some other comfort.

Mr. Huntington received from the French Government a notice declaring that all supplies of any nature shipped under its name would be transported to the field of battle and distributed to the soldiers within twenty-four hours where possible.

"Cuesta-Rey" cigars are being specially featured by the Henry Heberle Drug Store, Lockland, adjacent to Cincinnati, O.

"IF ITS CIGAR LABELS OR CIGAR BANDS WRITE US"
K·P&V· Kaufman, Pasbach & Voice
ART LITHOGRAPHERS.
COR. GREENWICH & MORTON STS.,
NEW YORK.

Chews Tobacco at the Age of One Hundred and Two

Newton, N. J., claims "a place in the sun" as the birthplace of Charles Ashford Shafer, who on December 22nd celebrated his one hundred and second birthday at his home, 181 Main Street.

Mr. Shafer reads without glasses and chews tobacco. He maintains that chewing tobacco is a preventative of disease. Mr. Shafer is still hale and hearty and walks several miles each day.

"Smokes" for Friends Cost Jail Term

Because Albert Koch, twenty-three years old, of Kansas City, Mo., worked in a wholesale cigar store and yet never had any "smokes" to hand out to his friends, and because he stole a box to meet the desires of his friends, he is now serving a four-months' sentence in the county jail. When pleading guilty before Judge Latshaw, the above excuse for the crime was given by Koch. Koch must have thought considerable of the "friends" whose jibes and comments would lead him to rob his employer.

Imperial Tobacco Company Donates Motorcycles

The Imperial Tobacco Company, of Canada, through President Davis, has made a unique contribution to the alied forces engaged in the war. Six men from the factory have been outfitted with motorcycles and have been sent to the front. While with the warring forces these men will receive half pay from the Imperial Company. A number of other employees of the Imperial Company who previously enlisted are also on half pay from the company.

The Grathwol Cigar Company, Minneapolis, Minn., announce that they have appointed James King to the city sales list, and that Mr. King will hereafter devote his attention to calling on the trade in territory adjacent to the city.

NEWMANN & GACH - Fancy Connecticut Wrappers and Havana our Specialty - Chicago

Our importations of over 9300 bales of Sumatra tobacco during 1914 again establishes our undisputed standing as the leading Sumatra house of this Continent.

We thank Our Friends and Patrons for their loyalty and patronage and extend them our best wishes for a Happy and Prosperous New Year.

H. DUYS & CO.

170 WATER STREET, - NEW YORK.

Cremo is the year round favorite of many smokers because the Cremo quality suits their taste

The Exceptional Cigar

BUSTILLO BROS. & DIAZ, Inc.

GENERAL OFFICES
267 Fourth Avenue New York City

Meet me at the Tuller

For Value, Service, Home Comfort

New HOTEL TULLER
Detroit, Michigan

Center of business on Grand Circus Park. Take Woodward car, get off at Adams Avenue

ABSOLUTELY FIREPROOF

200 Rooms,	Private Bath,	$1.50	Single,	$2.50	Up	Double	
200	"	"	"	2.00	"	3.00	" "
100	"	"	"	2.50	"	4.00	" "
100	"	"	"	3.00 to 5.00	"	4.50	" "

Total 600 Outside Rooms
ALL ABSOLUTELY QUIET

Two Floors—Agents' Sample Rooms

New Unique Cafes and Cabaret Exellente

JOHN F. HEILAND & CO.
Lancaster County Fancy B's
LANCASTER, PENNA.

J. K. LEAMAN
Packer of and Dealer in Leaf Tobacco
Office and Salesroom
110-112 W. Walnut St., LANCASTER, PA.
Warehouse: Bird-In-Hand, Lancaster Co., Pa.

E. L. NISSLY & SONS
GROWERS AND PACKERS OF
CHOICE CIGAR LEAF TOBACCO
Packing Houses: Lancaster, Florin. Main Office: Florin, Pa.
Critical Buyers always find it a pleasure to look over our samples
Samples cheerfully submitted upon request.

B. F. GOOD & CO.
PACKERS AND DEALERS IN Leaf Tobacco
NOS. 49-51 WEST JAMES STREET
LANCASTER, PENNA.

MILTON H. RANCK
Packer and Dealer in
Domestic Leaf Tobacco
Office: Cor. Duke and Chestnut Streets
LANCASTER, PENNA.
Packing Houses: Strasburg and Lancaster

Jacob Bowman & Bro.
Dealers in and Packers of
LEAF TOBACCO
Penna. and Ohio Tobaccos a Specialty
226-230 East Grant Street, Lancaster, Penna.

John F. Nissly & Co.
Packers and Dealers in
LEAF TOBACCO
And Importers of HAVANA
No. 143 Market Street, Lancaster, Pa.

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of LEAF TOBACCO
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

J. U. FEHR & SON
Packers of Fine Cigar Leaf
Fancy, Lancaster County B's and Tops a Specialty
135-141 Maple Street, Reading, Penna.

Established 1890 Correspondence Solicited
KEYSTONE VARIETY WORKS
HANOVER, PENNA.
Cigar Ribbons, Silk Imitation and Muslinola Ribbon Printed or Stamped in Gold or Silver
Labels. Stock Cards. Give Us a Trial. We Want Your Opinion

ESTABLISHED 1877 NEW FACTORY 1904
H. W. HEFFENER & SON
Steam Cigar Box Manufacturers
AND MAKERS OF
Patented Wire Bound Shipping Cases
HOWARD & BOUNDARY AVE. YORK, PA.

For Genuine Sawed CIGAR BOXES, Go to Established 1860
Keystone Cigar Box Co., Sellersville, Pa.
Our Capacity for Manufacturing Cigar Boxes is Always Room for One More Good Customer
MONROE D. SELLERS, SELLERSVILLE, PA.

J. F. Reichard
PACKER AND WHOLESALE DEALER IN
Cigar Leaf Tobacco

We offer a full line Pennsylvania, Wisconsin, Connecticut and Ohio, and Sumatra, Havana and Florida TOBACCOS

Domestic tobacco direct from the grower to you. We have the goods and facilities. Let us submit you samples and prices.

Main Office: YORK, PA.

F. ROCHA & CO. Cable: "DONALLES"

Havana Leaf Tobacco

Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba

SAN MIGUEL 100 HABANA, CUBA

M. A. SUAREZ & CO.
(S. en C.)

Growers, Packers and Dealers in **Leaf Tobacco**

Figuras 39-41, Cable "CUETARA" Havana, Cuba

LOEB-NUÑEZ TOBACCO CO.

IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO

306 NO. THIRD STREET, PHILADELPHIA

K. STRAUS & CO.

Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
101, 103, 105 and 107 N. Third St., Philadelphia

HIPPLE BROS. & CO.,

Importers of Havana and Sumatra and
Packers of Seed Leaf Tobacco
Finest Retail Department in Pennsylvania

151 North 3d St., Philadelphia

For Quick Results
try The World's "Want Page"

A. Cohn & Company

Importers of Havana and Sumatra, Packers of Seed Leaf Tobacco and Growers of Georgia Sumatra

142 Water Street, . . . New York

MANUEL MUNIZ HILARIO MUNIZ
VENANCIO DIAZ, Special Partner

MUNIZ HERMANOS
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Growers and Dealers of
VUELTA ABAJO, PARTIDO
AND REMEDIOS TOBACCO
Reina 20, Havana

CABLE: "Angel" Havana P. O. Box 98

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

E. A. KRAUSSMAN Importer of
HAVANA TOBACCO
168 Water Street . . . . . New York

SCHELTEMA & QUANJER
Importers of Sumatra and Java Tobacco
180 WATER ST., NEW YORK, N. Y.

JULIUS MARQUSEE, 141 Water Street, New York
Packer and Dealer in All Grades of Seed Leaf Tobacco
TELEPHONE 3956 JOHN

L. G. Haeussermann Carl L. Haeussermann Edward C. Haeussermann
L. G. HAEUSSERMANN & SONS
Importers of Sumatra and Havana. Packers and Exporters of and Dealers in LEAF TOBACCO
Largest Retailers in Pennsylvania 148 N. Third Street, Philadelphia

CARDENAS y CIA Cable Address, "Nasdecar"
Almacen de Tabaco en Rama
SPECIALTY—VUELTA ABAJO AND ARTEMISA
126 AMISTAD ST. HABANA, CUBA

HEINRICH NEUBERGER
Leaf Tobacco Merchant
HAVANA, CUBA—Consulado 115
NEW YORK, No. 130 Water Street BREMEN, GERMANY

Established 1870 Factory No. 79

S. R. KOCHER
Manufacturer of Fine Havana and Domestic Cigars
and packer of Leaf Tobacco
Leading brands—"Volitta," "Quaker," Nabobs," "1-4-5," "Havana Cream," "Imperial Beauty," "Little Yara"
Correspondence with wholesale and jobbing trade invited
Factory and Offices: WRIGHTSVILLE, PA.

CigarRibbons Largest assortment of Plain and Fancy Ribbons
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WM. WICKE RIBBON COMPANY
Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain
WOODHAVEN AVENUE, GLENDALE, NEW YORK

ESTRELLA 53, HAVANA, CUBA **GUTIERREZ & DIEHL** CABLE: COSECHERO
Phone: A-3828
S en C
Successors to Miguel Gutierrez y Gutierrez
GROWERS, PACKERS AND EXPORTERS OF FINE LEAF TOBACCO
From the Miguel Gutierrez y Gutierrez plantations in the Pinar del Rio and Santa Clara Provinces

SOBRINOS de A. GONZÁLEZ
Founded 1868

LEAF TOBACCO MERCHANTS

Packers of VUELTA ABAJO, SEMI VUELTA,
PARTIDO, and all varieties of Tobacco grown
——in the Santa Clara Province——

Cable Address "ANTERO"
WAREHOUSES and OFFICES
INDUSTRIA, 152, 154, 156, 158, HAVANA, CUBA

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

ERNEST ELLINGER & CO. Packers and Importers
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Havana Warehouse, Salud 15. New York Office, 133-137 Front St.

Joseph Mendelsohn Louis A. Borneman
MENDELSOHN, BORNEMAN & CO.
HAVANA TOBACCO IMPORTERS
HABANA, AMISTAD 95 196 WATER STREET, NEW YORK

Manuel Alvarez & Co.
Importers and Packers of Havana Leaf
And Packers of Puerto Rican Tobacco
Havana Office: SAN MIGUEL 136 Puerto Rico Warehouse: CAYEY New York Office: 178 WATER STREET

CRUMP BROS.
Importers and Packers of **Leaf Tobacco**
121 West Lake St., Chicago, Ill.

Michaelsen & Prasse
Commission Merchants
Leaf Tobacco & Cigars
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MAXIMILIAN STERN
Havana Tobacco
Clavel No. 1, Havana, Cuba 165 Front Street, New York

GEO. SCHLEGEL
22nd St. and Second Ave.,
NEW YORK

MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
AND TRIMMINGS.

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H. S. Springer, Mgr.
CHICAGO, 160 N. 5th AVE.
J. N. Widdifield, Mgr.
SAN FRANCISCO, 320 SANSOME ST
L. S. Schoenfeld, Mgr.

HEYWOOD, STRASSER & VOIGT LITHO. CO.

26TH STREET & 9TH AVENUE, NEW YORK

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CIGAR BOX LABELS
BANDS AND TRIMMINGS

WESTERN OFFICE,
167 W. WASHINGTON ST. CHICAGO, ILL.

PHILADELPHIA OFFICE,
420 DREXEL BUILDING.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Established 1834
WM. F. COMLY & SON Auctioneers and Commission Merchants
27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

NEW ORLEANS — SAN FRANCISCO
CIGAR LABELS
American Lithographic Co.
NEW YORK.
CHICAGO. — CINCINNATI

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

Havana Warehouse Monte 167 — Telephone John 1942
M. LOPEZ & CO.
Formerly of
CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJO TOBACCOS **90 Wall St., New York**

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37th ST. BROOKLYN, N.Y.
CIGAR LABELS & BANDS
BRANCH OFFICE
170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR LABELS OF HIGHEST QUALITY — CIGAR BANDS — SHOW CARDS — FOLDING BOXES, ETC.
Wm. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST
EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY

These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in The Tobacco World. No bogus advertising admitted.

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26TH STREET & 9TH AVENUE, NEW YORK

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CIGAR BOX LABELS
BANDS AND TRIMMINGS

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PHILADELPHIA OFFICE, 420 DREXEL BUILDING.

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CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
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FIFTY-SIX The Brand Established on "QUALITY ONLY"
10 for 25c.

CADO A QUALITY NEVER OFFERED BEFORE
10 for 15c.

MERIT AND UNIFORM PRICES

Ask your jobber or send orders direct to:

CADO CO., Inc.

Factory and Salesroom: **26 Park Place, New York City**

Bunch Tables That Save Binders and Do Not Twist Fillers

LIBERMAN MFG. CO., 248 N. 8th St., Philadelphia, Pa.

A TYPEWRITER FREE WITH 1000 CIGARS

Either a No. 2 Smith Premier or a No. 6 or No. 7 Remington

The original price of these machines was $100.00.
The entire deals sells for $35.00.
Everything in connection with the deal is guaranteed.
We have a special money making price for jobbers.

Address **H. L. HAINES & CO.,** *Cigar Manufacturers* **RED LION, PA.**

The World's Standard Cigar

FLOR DE TABACOS DE PARTAGAS Y Cª HABANA

The Real Independent Factory in Havana

Cifuentes, Fernandez y Ca.

Calle De La Industria, 172-174

HABANA, CUBA

General Agent for United States and Canada

ROBERT E. LANE

115 BROADWAY, NEW YORK

Smoke Talk №8

When 11 A.M. feels like 11 P.M.

All-Havana cigars knock all that glorious early morning exuberance out of a man. Confine your morning smoking to cigars of mild Havana and domestic blend and you will have more ginger for the day's work.

Robt Burns

MILD 10c CIGAR

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THE TOBACCO WORLD

JANUARY 15th 1915

Leading Features

Tobacco Product Corporation Acquires Plant for Manufacture of Little Cigars, etc.

Death of Manuel Sanchez

Tobacco Dealers' Association of Southern California Elects Officers

New Cigarette Ordiance Adopted by Common Council of Detroit

Chicago Distributors and Jobbers Contemplate Changes

Trade Letters of Vital Interest from All Sections

Latest Reports from the Cuban Market

Latest News of the American Leaf Tobacco Markets

Registration of New Brands of Cigars, Cigarettes, Tobacco, Etc.

ESTABLISHED 1881 Vol. XXXV No. 2

PUBLICATION OFFICES: 286 Chestnut Street, Philadelphia

F. C. LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

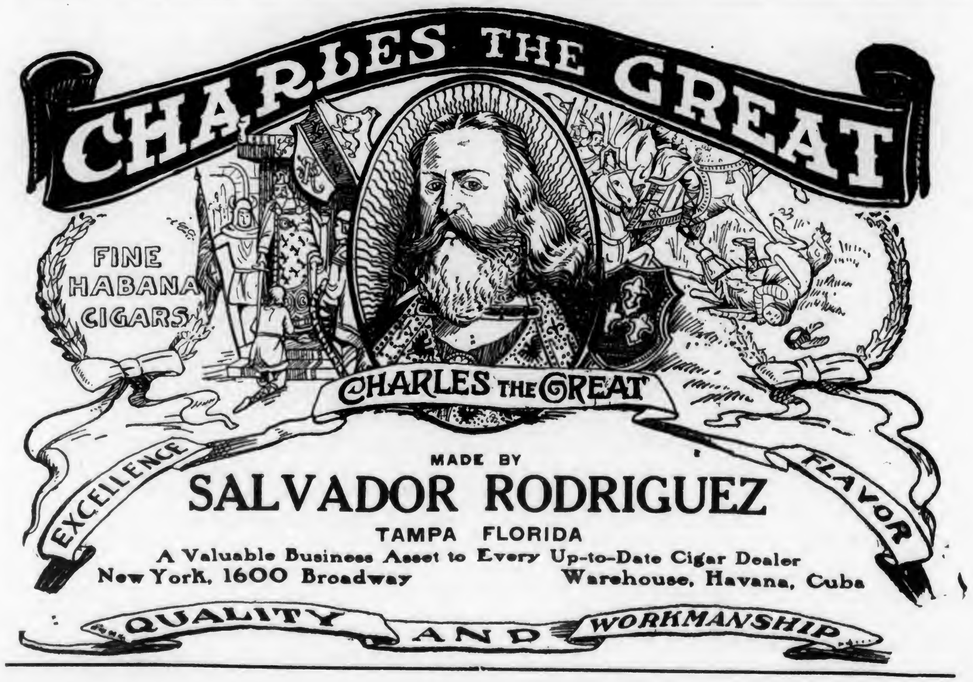
TRADE MARK
Reg. U. S. Patent Office

Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue



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Have you ever taken into consideration the advantages in placing your work with a personally conducted lithographing firm.

Every detail of manufacturing in our factory is under the personal supervision of one of the members of the firm.

We will cheerfully submit sketches of any new subject which you may require or can send you sketches of our own private designs with wonderfully good registered titles for your exclusive use.

Or, on the other hand, send us samples of any labels, bands or lithographic material which you require for immediate or future use, and we will tell you exactly what can be done, you having our assurance that we will make no promise we cannot fulfill.

Our Experience is Your Safeguard

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Pasbach-Voice Litho. Co., Inc.

140-142 Sixth Avenue, New York City, N. Y.

Western Office, JOHN B. THATCHER, Sales Manager
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We have no connection with the Corporation, Kaufman, Pasbach & Voice

TWO NEW SIZES

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10c CIGAR

Blunt and Club, in the popular 10-top $\frac{1}{20}$-packing. Same real Portuondo quality at the right price. . . . . .

Juan F. Portuondo

Cigar Mfg. Co., Philadelphia

SOL HABANA

Behrens & Co.

Havana, Cuba
Consulado 91-93

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always a little better than Havana's Best

New York Office
80 Maiden Lane

LA DEVESA DE MURIAS HABANA

The Original and Genuine

Central Union

Smoking Tobacco in a New Cut

Packed in a Pocket-proof Package

1½ ounces—5 cents

United States Tobacco Co.
RICHMOND, VA.

For Gentlemen of Good Taste

San Felice CIGARS

The Deisel-Wemmer Company
LIMA, O.

F. C. LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

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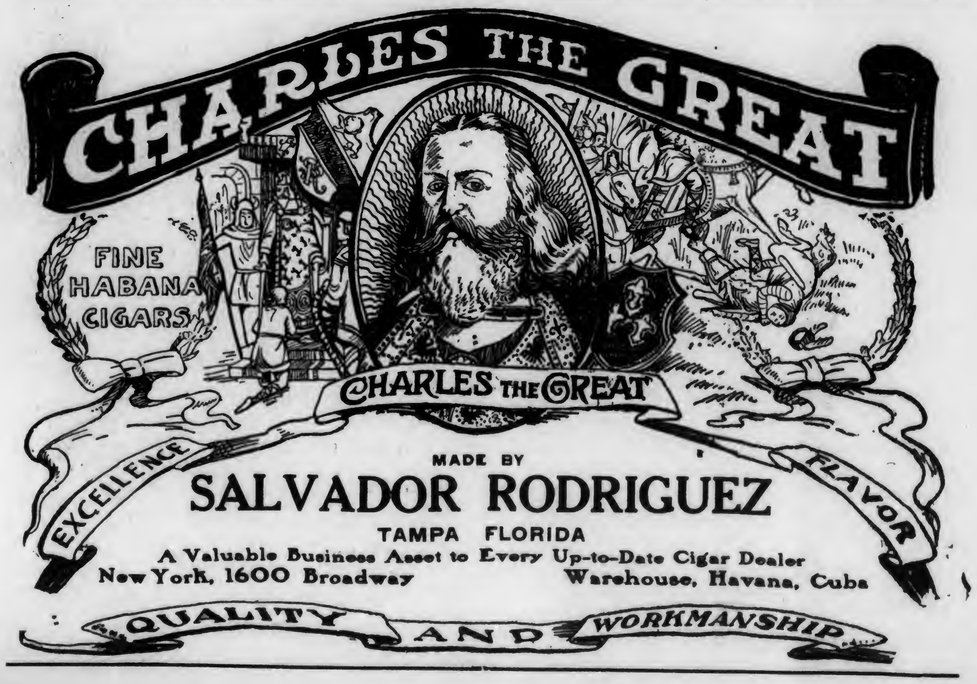

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1½ ounces—5 cents

United States Tobacco Co.
RICHMOND, VA.

For Gentlemen of Good Taste

San Felice
CIGARS

The Deisel-Wemmer Company
LIMA, O.

INTENTIONAL SECOND EXPOSURE

EISENLOHR'S
Cinco
CIGARS
PHILADELPHIA

Quality Paramount

CELEBRATED

H. UPMANN CIGARS

H. UPMANN
HABANA

Strictly Independent Manufacturers

CHAS. LANDAU

Sole Agent for United States and Canada

82 Wall Street - New York

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EL GENIO

Clear
Havana
Cigars

Made in Tampa, Fla.

P. Verplanck & Co.
263 Fourth Ave. New York

"The Chimes of More-Money"

A welcome sound to dealers everywhere.

They saw the point—that the Big Ten Cent Tin is a pressed down, heaped up and running over ten cents' worth.

Make your cash register the "Home Sweet Home" of that steady stream of dimes!

"The Big Ten Cent Tin"

For Pipe or Cigarette

Also in Glass Tumblers, 10c; Glass Fruit Jars, 25c and 50c

UNION LEADER

Redi-Cut

P. LORILLARD COMPANY—Est. 1760

COPENHAGEN

Chewing Snuff

We guarantee Copenhagen Snuff is now and always has been absolutely pure.

It is made of the best, old, rich leaf tobacco. The Snuff Process retains the good of the tobacco and expels the bitter and acid of natural leaf tobacco, making Copenhagen the **World's Best Tobacco for Both Chewing and Snuffing.**

Whenever a dealer has any difficulty in obtaining his supply of Copenhagen Chewing Snuff satisfactorily, we will help him if he will write us.

WEYMAN-BRUTON COMPANY

50 Union Square North New York, N. Y.

NEED WE SAY MORE
OF

Flor de Jeitles CIGARS

5-CENT CIGARS

That have won their way by absolute merit of quality

JEITLES & BLUMENTHAL, Ltd.
PHILADELPHIA

The Exceptional Cigar

BUSTILLO BROS. & DIAZ, Inc.

GENERAL OFFICES

267 Fourth Avenue New York City

INCREASE YOUR SALES IN 1914

BY STOCKING

"Our Principal"

A Nickel Cigar of Merit

Smokes Well
Sells Well
Pays Well

TRY THIS LINE

"Our Principal" Cigars give the retailer good profits, and the smoker complete satisfaction.

Back of **"Our Principal"** brand stand our principles. We believe in putting honest goods in our cigars, we manufacture under the most sanitary conditions.

More dealers sold our leading brand in 1913 than ever before. We will make a new record in 1914.

Write to-day for terms.

J. W. BRENNEMAN, Manufacturer, Millersville, Pa.

Repeats Like a Winchester

5c.-Rocky Ford Cigars-5c.

Delicious Flavor
Made at our Newark, N. J. Factories

We also manufacture at our several factories located at Pittsburgh, Pa. the celebrated

[Pittsburgh "FAMOUS" Stogies]

The jobber's biggest asset in the 2 for 5c. line.

Our 2 for 5c. and 3 for 5c. lines of CIGARS and STOGIES are so extensive that space does not permit mentioning

Write for full information and prices

UNION AMERICAN CIGAR COMPANY
28th and Smallman Sts. Pittsburgh, Pa.

Graham Courtney

"MILD HAVANA BLEND"

They Lead the Leaders

26 SIZES

Acker, Merrall & Condit Company
135 West 42nd Street, New York

EVARISTO HERRERA, SAN MIGUEL 85 HABANA, CUBA

Manufacturer of the celebrated Habana Cigar Brands

Flor de P. A. Estanillo
Flor del Fumar
Elite

Fifth Avenue Cigarettes

The Union Made Cigarette of Quality
Bearing Union Label

Ten cents per package of ten. Mouthpiece, Cork Tip, Plain

Live Distributors Wanted

I. B. KRINSKY
207 North 4th Street . . . BROOKLYN

The Standards of America:

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs

MANUFACTURED BY

GEORGE W. HELME CO., 111 Fifth Ave., New York

G. S. Nicholas & Co.

41 and 43 Beaver Street, New York

DIRECT IMPORTERS of the highest grades of Cigars manufactured by the

Independent Factories of Havana

all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

Price List Mailed Upon Request.

GREATEST SUCCESS IN HABANA'S CIGAR HISTORY

ROMEO Y JULIETA

RODRIGUEZ, ARGUELLES & CO.

A Success of Quality

THIS FACTORY HAS TODAY THE ENORMOUS PRODUCTION OF 85,000 CIGARS A DAY. IN DEMAND BY CONNOISSEURS IN EVERY COUNTRY OF THE WORLD

U. S. Representative: Wm. T. Taylor, 93 Broad St., N.Y. City.

CORRESPONDENCE SOLICITED

JUST THINK-5¢ BUYS A
LA FAMOSA
EQUAL TO ANY MILD 10¢
CIGAR

E. Kleiner & Co., Makers, New York

THE KEY WEST CIGAR FACTORY KEY WEST

THE

Key West Cigar Factory

Factory No. 413, KEY WEST, FLA.

Office and Salesroom:
43 to 47 W. 33d St., New York

HAVANA CUBA CIGARS

Vuelta Abajo "Castaneda"

CARDENAS & CO.

Main Offices and Factory: 102 Galiano Street Havana
London: 114 Grace Church Street
New York: 3 Park Row

DAVE ECHEMENDIA, U. S. Representative

T. J. DUNN & CO.

Makers of

The New Bachelor Cigar

401-405 E. 91st Street, New York

HONESTLY ADVERTISED NOT MISLEADING

LA SARAMITA

Broadleaf Wrapped Havana Cigars

Real Havana Tobacco Skillfully Blended

Pre-eminent by Comparison

THE SHIELDS-WERTHEIM COMPANY, Cleveland

SANCHEZ & HAYA CIGARS

Now Manufactured in Bond

Factory No 1

Tampa. Fla.

Under Government Supervision

Look for Bond Stamp on Box

(Facsimile of Window Card)

Inform Your Customers

Send for our colored window card announcing that old No. 1, Tampa, is now a bonded factory and that "La Flor de Sanchez Y Haya" cigars, carry with them, the Government guaranty, that nothing but pure Havana tobacco is used in their manufacture.

They have been leaders since 1867 and they will continue to be for generations to come.

SANCHEZ Y HAYA
Tampa, Fla.

Whip

Ready Rolled Tobacco

Now that we have made "Whip" the best smoking tobacco, we are going to make it the best advertised. Already you see "Whip" advertised in the leading magazines, and this advertising will be increased with the months and continued for years and years. Why not stock "Whip" now and let your "Whip" sales grow apace with ours? Your Jobber will supply you.

5c one-ounce tins. 10c two-ounce tins, and in handsome green pottery Patented Self-Moistening 1-lb. Humidors.

M. C. PATTERSON, President
PATTERSON BROS. TOBACCO CO., Inc.
Richmond, Va.

Also makers of "QUEED"—the big 2½ oz. ten-cent tin—a little better than most 2-oz. ten-cent tobaccos. You will find it a good seller.

LA FLOR DE R. A. BACHIA Y CA. HABANA

BACHIAS

Havana Cigars

For Men of Means

Renowned for Uniformity

IDENTIFIED BY THE GREEN AND GOLD BAND

R. A. BACHIA & CO.

47 West Sixteenth St. New York

E. H. GATO CIGAR COMPANY

FOR FORTY YEARS THE STANDARD — By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla. New York Office; 203 W. Broadway

KILLEBREW & MYRICK'S

"TOBACCO LEAF"

The Leading Authority in Book Form

All about Tobacco From the Plant to the Finished Product

500 pages, cloth bound—$2.00 by mail, prepaid

The Tobacco World Corporation

Selling Agents

236 Chestnut St. - - Philadelphia

44s' Packed in NEW Cans

ACKNOWLEDGED BY RESULTS

A BUSINESS BUILDER

LONDRES BLUNTS

INVINCIBLES

In placing this can on the market we have followed our well-known Advertising Color, yellow base with red and black lettering.

"44" Cigar Co., Philadelphia

LOVERA

CLEAR HAVANA CIGAR

Made under U. S. Bond by

Jose Lovera Co.

TAMPA, FLA.

BAYUK BROTHERS

FIVE CENT CIGAR

PHILADELPHIA

DIAMOND JOE CIGAR FACTORY
ESTABLISHED 1860

BEST THAT SKILL, ENERGY AND MONEY CAN PRODUCE

H. FENDRICH, Maker, EVANSVILLE, IND.

5c CIGAR

Why Is It Necessary To Advertise the Imported Sumatra?

The REASON:

American Sumatra Tobacco

Grown by

AMERICAN SUMATRA TOBACCO CO.,

131 Water Street, New York

SACRIFICING GOOD CIGARS

by illogical judgment in displaying cigars with overdone, clumsy, gloomy glass lids and cases, etc., which detract from the cigars and degrade their value, proving ruinous to their sales.

The Improved All Crystal Glass Wire Edged Lids and Cases attract the smokers to the cigars first, by magnetizing them in strong relief. It charms the smokers with the artistic and modest refinement.

These *modern* and *simple* lids have made hundreds of unknown brands Leaders, and are now enjoying lucrative profits.

Experience proves Modernism, Simplicity and Neatness is the key to success.

Sole agents for IDEAL Lid Holder

P. A. Becker Co. 132 CUMBERLAND STREET Established 1891 **Brooklyn, N. Y.**

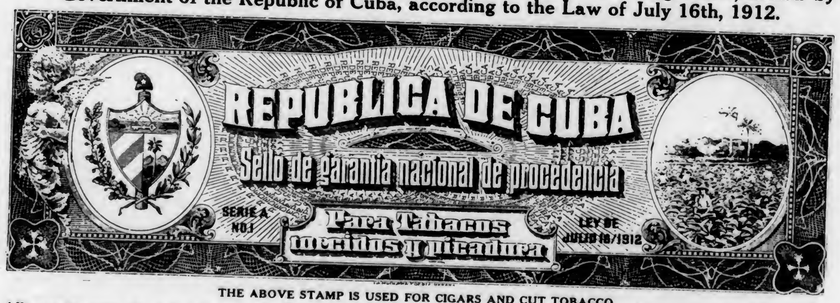
Kings Club
Clear Havana - Made in Tampa

A Favorite with the BEST Cigar Stores Restaurants Hotels and Clubs

Manufacturers
PEDRO CASTRO & CO., Tampa, Fla.
New York Distributers
LOUIS G. SMITH & CO., 52 Beaver Street

Fancy Cigar Boxes
made by
Henry H. Sheip Mfg. Co.
Columbia Ave. and 6th St.
PHILADELPHIA

Exact Fac-simile of the Government Stamps on Cigars, Cut Tobacco and Cigarettes, issued by the Government of the Republic of Cuba, according to the Law of July 16th, 1912.



THE ABOVE STAMP IS USED FOR CIGARS AND CUT TOBACCO

All manufacturers are compelled to affix these Stamps on all boxes of Cigars, packages of Cut Tobacco, as well as packs of Cigarettes, which are manufactured by them, and which constitute an absolute guarantee to the smokers, that the Cigars, Cut Tobacco or Cigarettes contained therein, are of Genuine Cuban Origin, made by Expert Havana Cigarmakers and Tobacco Workers.

THE ABOVE STAMP IS USED ON ALL PACKAGES OF CIGARETTES

The COLOR of THE ABOVE STAMPS is GREEN

M. E. Canle, 156 Water Street, New York, Representative for the United States, of the Union of Manufacturers of Cigars and Cigarettes of the Island of Cuba, is duly authorized to prosecute any falsification, or colorable imitation of the above stamps by law with the assistance of the Cuban Minister at Washington.

Reward and Penalty

¶ As manufacturers of Bold Cigar, and by reason of its quality, the maintenance of same and square dealing, we are in the limelight of the Cigar World.

¶ Our reward is broadcast recognition as manufacturers of a successful product.

¶ But we must suffer the "penalty of leadership."

¶ We must suffer the slights and slander of the envious few.

¶ We must pay for our success by countenancing the false claims of imitators and "counterfeiters."

¶ But so long as the members of this firm are physically able Bold Cigars ***shall*** remain

"Above All"

BOBROW BROS.
Philadelphia, Pa.

With due apologies to the Cadillac Motor Car Co. from whose advertisement "The Penalty of Leadership," this advertisement was conceived.

TIME an' tide wait for no man, but th' feller that knows how, can make both of 'em wait ON him an' work FOR him.

Velvet Joe

HEARKEN to Velvet Joe—the one public man who has no enemies. He wants you to get in line with him *now*, and get the full benefit of the good work he is doing for VELVET SMOKING TOBACCO.

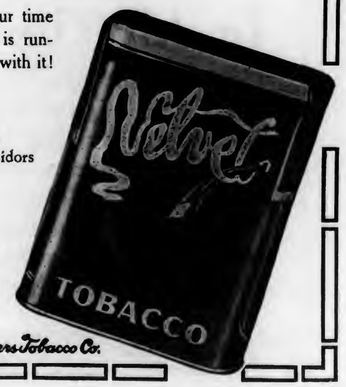
When an already popular, wide selling brand like VELVET becomes more than a "brand" and begins to be a national institution—then is the time to take the tide at its flood.

Jobbers and dealers everywhere are finding that smokers are now getting double enjoyment from VELVET. The widely quoted, sunny sayings of Velvet Joe add to the satisfaction that men find in this choicest Kentuckey Burley tobacco with the aged-in-the-wood smoothness.

Now is your time —the tide is running. Go with it!

One pound Glass Humidors

5c Bags
10c Tins



Liggett & Myers Tobacco Co.

THE TOBACCO WORLD

In the Handy Slide Box

10 *for* 5c

In the Oval Foil Package

20 *for* 10c

In All The World

there is no other cigarette like MECCA. *Quality* has made it the largest selling brand of cigarettes in America today. A wonderful Turkish-Blend of the world's choicest tobaccos—delightfully mild, mellow and fragrant—all that a perfect cigarette should be.

"Perfect Satisfaction"

MECCA gives its millions of critical smokers "Perfect Satisfaction." It has steadily grown in spite of the fiercest competition the cigarette world has ever known. Its quality will force you to forget its price. Compare it and be convinced.

MADE IN BOND

HAVANA CIGARS

Highest Quality
Best Workmanship

MADE BY

V. Guerra, Diaz & Co., Tampa, Fla.

Established 1867 — Our Motto "Quality"

Y. PENDAS & ALVAREZ

WEBSTER

Clear Havana Cigars

Office and Salesroom, 209 Pearl St.
NEW YORK CITY

TAMPA FLA. — HAVANA CUBA

Like his big 10c. brother

LITTLE WM PENN

is "good thru and thru"

½ the size — ½ the price

A *real* little cigar

5c.

THEOBALD & OPPENHEIMER CO.,
1020 SECOND AVENUE, - NEW YORK.

THE BEST CIGAR FOR THE MONEY
IS WHAT THE SMOKER WANTS

There are good and bad cigars that retail at the same price but if you want a **better** smoke to retail for a nickel try

Your customers will appreciate the **quality** of this brand.

REID TOBACCO CO., Milton and Altoona, Pa

M. MELACHRINO & CO., Inc.

EGYPTIAN CIGARETTES

You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

GRAND DEPOTS OF M. Melachrino & Co., Inc. { London, 8 Regent St., S. W. / Capetown, South Africa } Calcutta, 10 Government Place / Alexandria, Rue Cherif Pacha / CAIRO, Head Office and Factory / Hamburg, 18-20 Grosse Backerstrasse

AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD — PRICE LIST UPON APPLICATION

214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXV. PHILADELPHIA AND NEW YORK, JANUARY 15, 1915. No. 2.

STANDARD TOBACCO CO., SELLS OUT

Business Acquired by the Booker Tobacco Company—Factory Now in Richmond

ANNOUNCEMENT comes from the Tobacco Products Corporation, which is the holding company of the Booker Tobacco Company, that this subsidiary of the concern had completed the entire purchase of the name and trade-marks of the Standard Tobacco Company, whose plant has been located in Fayetteville, N. Y. Under the new arrangements, the entire machinery of the Standard Company has been removed to Richmond, Va., and all the "Standard" brands acquired will hereafter be marketed by the Booker Company. In making this change, the capital stock of the Standard Tobacco Company has been increased to $300,000, and the business will be enlarged in the widest manner possible.

As is well known, the Tobacco Products Company own and operate M. Melachrino & Company, the Surbrug Company, Stephano Brothers, and the Nestor, Giancilis Company, and this gives them one of the most interesting outputs of cigarettes of any concern in the United States.

The Booker Tobacco Company, whose factory is in Richmond, have specialized on little cigars and smoking tobaccos, and by this recent move, this department of the Tobacco Products Company becomes of much enhanced importance, and plans are now under way whereby the various brands controlled will be individually exploited to their best advantage. For instance, it was only a few years ago that the "Golden Sceptre" smoking tobacco, made by the Surbrug Company, was one of the best standard sellers in the United States, but the present owners of the brand have not, in their own opinion, pushed it by any means as far as they think possible.

The Booker Company will proceed at once to prosecute a vigorous campaign on "Burley Cubs" and "Intermission Little Cigars," and will also strongly attack the market with "Golden Sceptre," "Old Style English Mixture," "Arcadia Mixture," "Lord Dunraven," "The Doctor's Mixture," "Mid-Channel Mixture," "Osterloh's Dollar Mixture," "Grain Cut Plug" and "Player's Sliced Plug."

A. Osterloh, Jr., former president of the Standard Company, has been continued in office under the reorganization and will have his personal offices at the Mecca Building, 1600 Broadway, New York. The trade is informed, however, that orders on the brands of the Standard Tobacco Company, Incorporated, should be sent to 332 Jefferson Street, Hoboken, N. J.

Daniel G. Reid, the president of the Tobacco Products Corporation, and one of the most brilliant American financiers, has been taking a deep interest in the affairs of this concern, and with such able lieutenants as Messrs. George L. Storm, W. H. McKetrick and R. A. Ellis, who are vice-presidents of the company, big things are expected of the corporation when the records for 1915 are made up.

"United" to Open Another Store in Newark, N. J.

The corner store in the Park Building, at Park Place and North Canal Street, Newark, N. J., has been leased by the United Cigar Stores Company. The company will occupy it after the completion of many alterations, which they expect will be in the near future.

DEATH OF MANUEL SANCHEZ

Well-Known Manager of Berriman Brothers' "Jose Vila" Factory Passes Away Unexpectedly

MANUEL SANCHEZ, manager of the cigar factory of Berriman Brothers, Tampa, Fla., died January 12th, at his home. While intermittently ill for some time, his death was unexpected, and has caused quite a sensation among his relatives and friends. Mr. Sanchez was born in Spain in 1875. When a boy he went to Cuba and identified himself with the tobacco trade. He learned every phase of the business from the stripping of the tobacco to the manufacture and finishing of the finest sizes of cigars. His persistence in accomplishing every detail of work in which he engaged, and the interest which he always manifested, soon proved stepping stones on which he finally mounted to a managership in one of the Havana factories. His thorough training fitted him for a position of responsibility which came to him fourteen years ago in the appointment as manager of the factory of Berriman Brothers. It was a coincidence that both the Berrimans, Matthew and Edward, should have been in Tampa at the time of Mr. Sanchez's death. Both these gentlemen had been visiting at the Berriman factory during the taking of the annual inventory. Their manager's death proved a very great shock, and orders were at once given for the closing of the factory, in addition to the offices of the firm in New York and Chicago, all to remain closed until after the funeral. Mr. Sanchez is survived by a widow, three sons and two daughters. He was connected with various Spanish local benevolent societies, and was a member of the Masonic Order.

National Lithographic Company Fails

AN involuntary petition in bankruptcy was filed against the National Lithographic Company, whose big establishment is located at East End Avenue and Seventy-ninth Street, New York, on Tuesday, January 5th. This concern has been active since its organization in the cigar label business, and was thought to be doing a very prosperous business, but it is understood that their capital was insufficient to handle their volume of trade, and the recent stringency in the money market forced them to the wall.

Coincident with the filing of the petition, the company made an assignment to M. E. Sanders. Attorney Henry B. Singer, counsel for the assignee, fixed the firm's liabilities at about $62,000, with actual assets of probably half that amount. It was stated unofficially that Harry Prochaska, who has been the active head of the concern, is endeavoring to enlist new capital and make an offer to creditors which will enable the company to continue in business.

Within recent months, Garrett H. Smith, the well-known label man, has been associated with the National Company in a business way, but he was also connected with The Compania Litografica de la Habana, and maintained New York offices at the National Lithographic Company's address. We are informed that the failure of the "National" has no effect whatsoever with Mr. Smith's connection in Cuba.

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TAMPA MILWAUKEE LANCASTER CINCINNATI
CLEVELAND LOS ANGELES SEATTLE
ST. LOUIS NEW ORLEANS BALTIMORE

HAVANA, CUBA, OFFICE—ZULEATA 36, CARLOS M. WINTZER
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CIGAR MANUFACTURERS' ASSOCIATION OF AMERICA

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The calamity howlers will have much pleasant food for thought in digesting the annual statistics of the output of cigars and cigarettes in the various centers of the United States as disclosed by the Internal Revenue figures in the preliminary reports which have been issued, and yet there is much comfort in them for the thinking business man. In New York, Pennsylvania, Chicago and Detroit, there is shown a diminution in the output for 1914 as compared with that of 1913, but nevertheless, the most cogent reasons in the world can be given for the decreases, and to our mind, the figures are more cheery than we expected. In New York City, for instance, in 1913 the output of cigars totaled 876,000,000 in round numbers. The past year showed a decrease of about 140,000,000, or about 15 per cent.

The Revenue Reports

Inquire offhand from any manufacturer what his decrease in business has been during the year, and scarcely a one will not have figured it as high as 25 per cent. and some as high as 33 1-3 per cent., as against the figures of the year previous; but manufacturers know that if figures are accurate at all, the Internal Revenue returns come pretty close to the mark, and that New York City with only a decrease of 15 per cent. during 1914, beset as it has been with frightful commercial depression, horrors of a European war, in fact every element to curtail cigar smoking, has only lost this amount, seems to us a matter for sincere congratulation. The figures in Philadelphia, and in the Ninth District of Pennsylvania, the home of the popular-priced cigar, are even more favorable than in New York.

On top of this, comes a most significant announcement from the United Cigar Stores Company, printed in the form of an advertisement in the New York papers, which states: "that the total sales in the 'United Cigar Stores' in the 182 cities of the Union in which they are operated, were larger by a considerable sum the first seven days of January, 1915, than in the corresponding period of 1914."

The cigar industry is in excellent shape despite all croakers.

* * *

Five years ago, January 1st, the present management issued the first number of "The Tobacco World" in its present-day form. In that issue we made certain pledges to the trade and now, at the end of five years, we feel that the spirit and letter of our promises have been kept with the utmost fidelity. From a little provincial trade journal with a scattered circulation through Pennsylvania and adjacent territory, "The Tobacco World" has been placed in the front rank of this industry's journals without a single underhand deal, without the publication of a solitary malicious item, and with the utmost regard for ethics and decency in the treatment of our advertisers and subscribers.

Looking Backward

We have a finely organized corps of correspondents extending from the Atlantic to the Pacific Coast, from the oranges to the ice, and "The Tobacco World" is carefully read in thousands of the leading stores, jobbing houses and factories of the United States. We have accomplished this by straightforward methods and, as we stated in the beginning, we believe that our success was assured.

Practically all the important concerns in the trade who are users of printer's ink are represented in the advertising pages of the "World," and once interested, they have continued with us year after year, thus indicating the approval of our policy and of the results obtained for their money expended with us. "The Tobacco World," and those who publish it, have never considered themselves as objects of charity, and we can safely say, that no business obtained for the publication has ever been on a sentimental basis or otherwise than so much publicity for so much money.

If, perchance, any item has crept into our columns which has offended either the humblest or the most important member of the trade, we take this occasion to plead "non vult intendere," but on the other hand, we would again emphasize the fact that "The Tobacco World" sells its advertising space, but not its opinions, and we have endeavored at all times to make truthful and plain statements of facts and trade data which would be of general interest.

The publication and its representatives have received manifold courtesies at the hands of the trade, and for this we extend grateful recognition.

It is the hope of the management that at the end of the next five years, "The Tobacco World" will have trebled many times its growing circle of friends, and that our record will remain as clean as we believe it to be at this time.

We have planned to enlarge the scope and usefulness of the publication in many ways, and we are, primarily and always, deep believers in the integrity stability and tremendous value of the tobacco industry, in all its branches, to our great country.

"56" in Royal Blue Array

AT the Hotel Plaza, they have just installed one of the handsomest cigarette displays which bizarre New York has ever seen.

The "56" brand of the Cado Company comes in for this striking display, and the two pillars of royal blue velvet, together with the while and gold of the "56" packages, makes an effect to delight the eye of the most critical.

"56" cigarettes have been enjoying special favor recently at many notable banquets in New York, and their orders include such functions as the 36th annual banquet of the New York Hotel Association, which took place at the Waldorf on last Thursday night, the fourteenth instant; also the Far Western Travelers' Association banquet at the Astor Hotel, on February 9th, and the Beefsteak Dinner of the Elks' Club, and the Kansas Society banquet at the Waldorf on January 29th, and the Cleveland Democracy banquet at the Savoy Hotel.

Regensburg's Big Bid

No one has ever doubted the dash and vigor in the conduct of the business of E. Regensburg & Sons in pushing their brands, but even the old-timers were forced to take notice of the startling newspaper advertising done by this sterling old house during the holidays.

Full page and half page spaces were liberally used in the metropolitan papers for exploiting Regensburg's "American" made-in-bond brands, and the results fully justified the big bid for business, for we learn that their holiday trade was enormous.

The Regensburg headquarters at Thirty-fourth Street and Broadway are superbly located for the convenience of visiting buyers.

New Liberty Street Shop

Patte, Underwood & Daboll Company, who are among the progressive distributors of lower New York, are just opening a third cigar store at the northeast corner of Liberty and Greenwich Streets, in the Liberty Building.

The company specialize on the "Lord Carleton" and "El Cavelo" brands, but in addition to this they are large handlers of imported goods and are strong for "Partagas."

With the opening of the new store it is understood that the concern will remove from their present stand at 143 Liberty Street, but the Greenwich Street store, at No. 161, will be maintained.

Bernard L. Raphiel, handling cigars in connection with his wine and liquor business at 242 East Fifty-ninth Street, Manhattan, was petitioned in bankruptcy last Wednesday. Mr. Raphiel made an assignment to Isidor Hershfield.

Drawback Allowance Granted Pera Cigarette Company

The Pera Cigarette Company, New York City, who manufacture cigarettes with the use of imported Turkish tobacco, has been granted recently by the Treasury Department at Washington a drawback allowance on the exportation of cigarettes listed as "Pera," "Ali" and "Softa."

J. D. Mattison in Middle West

J. D. MATTISON, of the American & West Indies Company, is in the Middle West at present and has captured some excellent orders on their leading Porto Rican brands since the New Year. Mr. Mattison has been in both Chicago and St. Louis and he reports that business conditions in both of these centers are most encouraging.

He is expected back at New York headquarters early in February.

Plant of Vernon Company, Incorporated, Taken Over by X. Zufedi Company

Announcement is made to the trade that the complete plant and interests of the Vernon Company, Incorporated, manufacturers of "Mona Lisa" and other cigarettes, at 245 Broadway, New York City, has been taken over by the X. Zufedi Cigarette Company, Incorporated. When approached concerning the policy of the company, W. R. Campbell, its vice-president and sales manager, and who has been connected with the cigarette sales departments of the P. Lorillard Company and American Tobacco Company, said that his company believed that the trade was ready for a first-class ten-cent cigarette, which they would endeavor to supply in the "Zufedi." Other brands of cigarettes will be manufactured as well.

Sherman P. Coe Tendered Surprise

A complete surprise party was given S. P. Coe, manager of the cigar department of Acker, Merrall & Condit Company, on the night of January 9th, in the Green Room of the McAlpin Hotel, by the employees of the cigar department.

During the service of the banquet, Mr. Coe was presented with a handsome solid silver meat dish suitably engraved, in token of the esteem in which he is held by the department.

Music was furnished by Nahan Franko's Orchestra. Following the banquet there was dancing.

Moss Company's "Say-So" in New York

The cigar department of the Pennsylvania Terminal Drug Store in New York have been strongly featuring the S. R. Moss Company's new "Say-So" brand during the past week. This brand is packed five in a cardboard case to retail at twenty-five cents, and the goods make a most attractive showing.

The same store has been pushing Lovera's "Bandero" brand with good results.

The Camp Importation Company, makers of the "Camp" brand of Turkish cigarettes, have pushed their monthly product in one year up to the million mark, a record it is claimed on a new brand of high price cigarettes for its first year.

IRREGULAR PAGINATION

Chicago

Holiday Trade in Excess of Dealers' Expectations—Outlook for Business During Coming Year Bright

Chicago, January 11th.

ON the whole, the local cigar and tobacco trade has met with the entire satisfaction of the dealers here during the past two weeks. Of course, it is not expected that the trade following the holidays should be as good as the two or three weeks before the big day. None the less, the dealers feel that they have made a good start. Many of the salesmen have not yet taken their territories, and will not do so for several days. They are remaining in the city at the headquarters of the various companies, attending to the details of closing the business for the year, and mapping out long road trips. Also, many of them have been assisting with inventory. In a cigar or tobacco factory this is always a big piece of work, and every available hand is expected to help. At least, that is the way the thing is done here in Chicago.

Now that the holidays are over it is apparent that the Christmas trade, while not as good as in other years, was much better than expected by many dealers, in view of the general condition of business. All of them are confident that with the coming of the new year business will show a marked improvement. Many industries which were idle during the closing months of the year have already resumed, and there is every indication that others will throw open their doors to men who have long been unemployed in the near future.

The leaf tobacco business is enjoying a special era of prosperity just at present. In a recent conversation which the writer had with William Taussig, of Taussig & Company, the well-known leaf tobacco dealers, he said:

"Collections are now much better than they were a few weeks ago, and they are getting better every day. This is always an encouraging sign, for it indicates that the manufacturers all over the country to whom we sell leaf tobacco are getting the business and finding a field for their output. When this is the case orders for additional goods are always certain to come, for salesmen meet fewer difficulties in approaching the manufacturer who has a clean slate. We are sending our salesmen out the first of the year with a fine lot of new samples. I look for this to be a very successful year in every sense of the word."

Tobias Bluestein is the name of a new company which has incorporated during the past two weeks to engage in the manufacture of cigarettes. The leading spirit in the new concern is understood to be Tobias Bluestein himself, who has been manufacturing cigarettes in Chicago for some time as an unincorporated firm, and is well known to the local trade. New capital has now been taken in, however, and the business will be conducted on a much larger scale than in the past. The officers of the new firm are: Tobias Bluestein, president; P. B. Chancellor, vice-president and secretary; J. A. Haines, treasurer; R. L. Evans, managing director; T. J. Hickey, assistant treasurer. The cigarettes made by the company will be of the Russian type for the most part, with some attention to the Turkish and English varieties. C. Dewitt will be manager. It is understood that several other large companies of the city hold stock in the new enterprise, and will assist in pushing the sale of the goods on a large scale.

The jobbers have been most active during the past two weeks. At the office of the cigar department of Reid, Murdock & Company, the forces were gathering for another big campaign on "Juliana" and "El Roi-Tan" cigars, two brands which made notable forward strides during the past year. Franklin MacVeagh & Company, now well established in the nine-story brick building at Market and Lake Streets, were likewise mulling over new plans for pushing the sale of their already well patronized brands in a spring campaign. McNeil & Higgins Company, large wholesale grocers, who recently moved into a new building at South Water Street and Michigan Avenue, will move back to the quarters they formerly occupied at State Street and South Water Street, owing to the fact that the section of Michigan Avenue where the new building stands is to be torn up to make room for the widening of the boulevard in connection with the link plan of the city beautiful commission. In Chicago they think nothing of tearing down a new building to make way for a greater improvement, and such a change causes little surprise here, although the proceeding may be thought strange in a city where things move less rapidly than in Chicago.

Best & Russell are planning a city campaign, to start at once, on all of their leading brands. A special effort is to be made to push the sale of goods in the business centers in the residence districts of the city. The trade of the company in the Loop district meets with the entire satisfaction of the management of the company, but difficulties have been encountered in landing the neighborhood trade. Special ambassadors working on a single brand, after the well-known Best & Russell plan, are to be sent out to various districts.

J. & B. Moos Company, which started a campaign on the "Chancellor" cigar a little before the close of the year, announces that the same enterprise will be continued over into the new year, and a great effort is to be made to push the sale of this popular brand so that the distribution will approach the former figures.

E. C. Houlette, who for many years has been Western manager of the advertising department of Bondy & Lederer, has resigned and will establish himself in business. Frank Harwood takes his place. Mr. Houlette, in his long connection with the firm, showed that he is one of the most ingenious and versatile advertising men in the city in any line of business. Many of the plans which have made the cigars of Bondy & Lederer known wherever tobacco is burned can be traced directly to his fertile imagination.

Berg & Hobold have gone in for the candy business and have added several strong lines of package confections. In this connection it may be stated that a good many Loop concerns have gone in for this branch of business during the past few months. This is true in particular of the cigar stands and stores which happen to be located in the vicinity of the downtown theaters. They found that they were losing business, according to what some of them told the writer, because they did not carry candy to supply the wants of the theatergoers, many of whom would drop into the stores between the acts. There seems to be a popular aversion to buying candy from the vendors in the theaters, as it is poor in quality for the most part, and higher in price than the grade of the goods warrants.

Thomas F. Healy, who represents "Ramon Allones" cigar in this territory, is meeting with a good early demand. He intends to launch several new sales plans within the next few weeks, and hopes to make a record showing for the spring.

Graham Davis, who represents the "Tom Keene" cigar, with offices in the Masonic Temple, reports that the firm closed one of the best years in its history and is looking forward with considerable enthusiasm to the new year.

The wholesale grocery of Frank C. Weber & Company, in Englewood, a large South Side residence district of this city, burned last week with a loss of $200,000. Cigars

(Continued on page 33.)

PHILADELPHIA.

Yahn & McDonnell to Open Store in New Widener Building

An interesting announcement to the trade comes from Yahn & McDonnell, the well-known Philadelphia distributors. This is to the effect that they have just completed arrangements whereby they take over for a long term of years the cigar privileges of the new Widener Building, now being erected in Philadelphia on Chestnut Street below Broad Street and adjoining Wanamaker's on the west side of Juniper Street. This is considered to be one of the finest locations in the central business section of Philadelphia. The store, which will be on the street level of the building, will have two corner entrances and one on the arcade. The interior will be finished in the finest marble and the fixtures of the most splendid mahogany. One of the features will be an up-to-date humidor to contain several hundred thousand cigars. The brands to be handled will be the "El Regresso," for which Yahn & McDonnell are the exclusive local distributors. In addition they will carry such other well-known brands as "San Martin & Leon," "Tadema," "H. Upmann," "Partagas," "Charles the Great" and "Julia Marlowe," as well as a complete line of cigarettes and domestic cigars. Announcement is made that Charles E. Waters, one of their able lieutenants, will be in charge. Should present plans not miscarry, Yahn & McDonnell will open this latest store about July 1st.

Neumann & Mayer, Philadelphia, Pa., announce that they have appointed Philip Jacobs, formerly connected with the Hilson Company and later identified with L. Neuberger & Brother, of Cincinnati, O., as their representative in Ohio, Indiana and Michigan. Mr. Jacobs is well known to the trade and should prove invaluable in his latest connection.

Arrangements have just been made by the J. F. Portuondo Cigar Manufacturing Company, 1110 Sansom Street, with the Weidman-Fries Company, Cleveland, O., to feature their lines in that city.

Warner Searle has spent some days in Cleveland making a strong campaign for the Portuondo products.

A new line for Mitchell, Fletcher & Co., is the "La Equalidad" of L. Sanchez & Company, and these goods are being featured in the several stores.

Bayuk Brothers, Philadelphia, report that they have commenced the New Year by boosting "Havana Ribbons". They state as a result that they have already received some nice orders on this popular brand.

A. B. Cunningham

A. B. Cunningham, head of the firm of A. B. Cunningham & Company, 37 North Second Street, Philadelphia, Pa., wholesalers in cigars, tobacco and smokers' articles, died Thursday, January 7th, at his home. Mr. Cunningham's death was due to advanced years. Mr. Cunningham was born in Huntingdon County, Pa., in 1829. His first connection with the cigar trade was in the year 1854, when he made cigars part of his stock in trade, in a general retail country store which he conducted. He has not been actively connected with his house for the last seven years. Mr. Cunningham was a member of the Masonic Order, many of whom attended the funeral, which was a large one. Many prominent members of the trade accompanied the remains which were interred in Westminster Cemetery. The deceased is survived by his widow, there having been no children. Plans are now being drawn up for the erection of a handsome sarcophagus to Mr. Cunningham's memory.

Annual Banquet of "44" Cigar Company

It was a cheery company that gathered at the Manufacturers' Club, Philadelphia, Tuesday evening, December 29th, to celebrate the annual banquet of the "44" Cigar Company. It was the one time of the year when the officials of the company and its salesmen met together on the grounds of goodfellowship and merriment. George M. Lex, the able assistant secretary of the company, acted in the capacity of toastmaster and proved a very genial one. In his opening address Mr. Lex displayed a happy sense of the fitness of things by making it brief but to the point. His few words relative to the general management of the company and the development of its business were well received. Mr. Lex then introduced Mr. B. Lipschutz, president of the company, who entertained his hearers with an account of his visits to Amsterdam and Havana, and proved himself a travelogue artist of no mean renown. The talk of Mr. Lipschutz was succeeded by an address by M. A. Funk, secretary and sales manager of the "44" Company. Mr. Funk treated on matters of importance to the salesmen and succeeded admirably in holding their interest to the end. Following the secretary's address, each of the salesmen were called upon to respond. Throughout a note of optimism was prevalent relative to the future sales on the "44" and "Adlon" brands of the company.

Articles of incorporation were filed recently by the J. C. Dickson Tobacco Company, of East St. Louis. The stated capital is $5000, and the incorporators are J. C. Dickson, Joseph Rittle and Ethel Dickson.

Patents of Interest to Tobacconists

Cigarette Feeding Mechanism: No. 1,123,104, Ross V. Craggs, Baltimore, Md., assignor to R. H. Wright, Durham, N. C., December 29, 1914.

Treatment of Tobacco: No. 1,122,747, Oscar Hammerstein, New York, N. Y., December 29, 1914.

Cigarette Packing Machine: No. 1,122,641, Elberon D. Smith and B. E. Teale, Brooklyn, N. Y., assignors to American Tobacco Company, New York, N. Y., December 29, 1914.

Cigar Moistener: No. 1,122,830, Theodore L. Wiese, Milwaukee, Wis., December 29, 1914.

Severing Device for Cigar Bands and the Like: No. 1,124,223, William C. Goss, Minneapolis, Minn., January 5, 1915.

Cigar Crimper or Indenter: No. 1,124,053, William F. Metcalf and S. W. Leidich, Philadelphia, Pa., January 5, 1915.

Tobacco-Wrapper Counter: No. 1,123,948, David Strasser, assignor to Cigar Wrapper Register Company, Incorporated, New York, N. Y., January 5, 1915.

Tobacco Box: No. 1,123,441, Alfred Warne, Miami, Fla., January 5, 1915.

Hygienic Cigar-Cutter: No. 1,124,590, George A. Caspers and A. Lieberman, New York, N. Y., January 12, 1915.

Machine for Making Tapered or Conical Cigars or Cigarettes: No. 1,124,860, James H. Chambers, assignor to P. Lorillard & Company, Jersey City, N. J., January 12, 1915.

Smoking Pipe Tester: No. 1,124,936, Monroe May, New York, N. Y., January 12, 1915.

Ten Thousand Self-Lighting Cigars Sent to the Front

Ten thousand cigars equipped with a certain chemical preparation, enabling the smoker to light them without having to resort to matches, have been sent by the Red Cross to German soldiers in the field, permission having been obtained from the German military authorities to do so. The cigars were despatched by parcel post. The preparation noted is applied to the end of each cigar. To light it, it is necessary to rub it against some hard substance. It is impossible to light the cigar automatically. It is stated that the flavor of the smoke is not injured by the application of the chemical. Quite a number of these cigars, through the efforts of the Red Cross Society, are to be transmitted to the soldiers.

Val. Keough to Represent Bustillo Brothers & Diaz

The trade is notified that Val. G. Keough has allied himself with Bustillo Brothers & Diaz, and will represent them in the territory usually covered by him. Mr. Keough prior to his connection with Bustillo Brothers & Diaz represented M. Gunst & Company. He has also been a traveler for John W. Merriam & Company.

William Holman has been appointed factory manager of the Globe Cigar Company, Waterbury, Conn., which has been under the direction of Dennis J. Clancy since the death of the former owner, Thomas McGrath.

Mr. Holman is a man of wide experience in the cigar manufacturing business, and plans are being made for the extension of trade throughout the State and the entire New England territory.

J. B. Holt, proprietor of the Tampa Cigar Store, 1102½ Tower Avenue, Superior, Wis., recently suffered a loss of $35.10 and several boxes of cigars by theft.

JOHN H. FENDRICH

JOHN H. FENDRICH
A Wee Glimpse of a Big Man

Many friends of John H. Fendrich were recipients of a most graceful compliment at New Year's in receiving from him a splendid autographed portrait done in sepia tints in a De Luxe folder with an appropriate quotation from the "Merry Wives of Windsor," and a holiday greeting which was bound to cheer the heart of the most pessimistic.

A glimpse at the strong, kindly face, as reproduced above, is all that is necessary to explain why Evansville, Ind., is on the map as a national cigar manufacturing center, with "Charles Denby" and "Diamond Joe" as leading representative brands.

Charles Rosenfeld Called to Portland, Ore.

Charles Rosenfeld, well known throughout the Northwest, and who has been circulating here in the East for some time, announces to his circle of friends in the trade that he has accepted the position of manager of the cigar department of the Blumauer-Frank Company, extensive wholesale druggists at Portland, Ore. Before going to Portland to take up his new work, Mr. Rosenfeld will visit Tampa, Fla. It is said that he will make negotiations for the taking on by the Blumauer-Frank Company of a prominent line of Tampa-made goods.

Don Almo Cigar Company Has New Manager

W. K. Rierden, for several years a representative of the I. Lewis Cigar Company, in the Minneapolis territory, has severed his connection with that firm, and has accepted the management of the Don Almo Cigar Company, in Sioux Falls, S. D.

Mr. Rierden succeeds Charles Mundt, who assumed his duties as County Treasurer at the beginning of the present year.

CHICAGO

(Continued from Page 20)

formed a considerable item with the trade of this company, which jobbed several popular brands, of which the "Englewood" was the most popular. Fortunately, the building was well insured, and Mr. Weber expects to rebuild. The fire was spectacular, and drew a large crowd. As indicated by the extent of the loss, the building was entirely gutted. Several families living above the wareroom of the company immediately adjoining the main building had narrow escapes from death, and two firemen were badly injured in the work of rescue.

An important downtown lease was closed last week when the United Cigar Stores Company took the store at the corner of Harrison Street and Fifth Avenue for ten years, starting May 1st, at an aggregate rental of $24,000. The store has the advantage of being located near a large railroad depot.

Every effort is being made by the attorneys for Joseph F. Fish, the millionaire fire insurance adjuster who was acquitted on an arson charge Christmas Eve, to get further indictments which have been placed against him quashed. Fish was accused of having conspired with the owners of all sorts of stores, including cigar stores, to burn their buildings and then profit on the insurance which would be received. Judge O'Connor, in the Circuit Court, is expected to decide today whether or not the further charges against Fish can be pushed. They number sixteen. It is expected that the Judge will dismiss all of them.

Papers of incorporation were received from Springfield this week by the attorney in charge of the business and legal affairs relating to the formation of the Nathan Fox Company, to manufacture and deal in cigars and tobacco. The incorporators are Nathan Fox, Samuel R. Futransky and Ambrose Gearson.

Of interest to the trade is the incorporation of Fuller & Fuller Company and Morrison, Plummer & Company, two of the largest wholesale drug houses of the city, which took place last week. The style of the new firm will be the Fuller-Morrison Company. Both firms have done a large business in cigars. The new concern will have about fifty salesmen, it is understood, in charge of Albert Billep, manager of the cigar department of Morrison, Plummer & Company. The firm will occupy a new building which is being built at 310 West Washington Street. The consolidation of these two strong companies will give Chicago one of the largest wholesale drug houses in the city.

Oscar Klein, a clerk employed by the United Cigar Stores Company at 400 South Halsted Street, was bound and gagged by two armed men who entered the store one night last week. They purchased cigars, and then drew their revolvers and pointed them at Klein. The clerk fainted. They carried him into a rear room, bound and gagged him, and then took their time to extracting $11 from the cash drawer.

One of the new cigars which is to appear in the near future is to be put out by the Charles Donovan Cigar Company, and will be called the "Hansel & Gretel," put up in popular sized packages. The sale of the goods is to be backed by a strong advertising campaign to the consumer and dealer.

Cigar and tobacco dealers have been warned to take more care in regard to following the regulations imposed by the new Federal emergency war tax, which requires a stamp on a number of articles, including all express packages. Dealers have been rather careless in their observation of this last part of the law, and as a result the ire of the Federal authorities is aroused. They are supposed to place the stamp opposite their signatures in the express book. The penalty for not complying with this regulation is $50 fine. Unless more business houses take heed of this feature of the law, it is said, an inspection of the express books of all firms is to be made, and in every case where a violation is found a fine will be assessed.

All firms which sell to the cigar and tobacco trade on the installment plan are affected by a decision handed down last week in the Appellate Court by Judge Smith, which refuses to recognize the power of a chattel mortgage as against third parties unless the same has been sworn to and recorded according to the strict letter of the chattel mortgage statute. Chattel mortgages are commonly given by purchasers in installment transactions to protect the dealer. The dealer, however, has never taken the trouble to haul his customer over before the clerk of the municipal court, have him hold up his right hand and swear to his signature, as he would have to do to make the chattel mortgage valid, under the recent decision in this State. The cost for getting the instrument placed on record is also an obstacle to this plan. In Illinois the charge is $1.50, while in other States recording is not necessary and the charge for filing is seldom more than twenty-five or fifty cents at the most. Most of the installment houses have simply contented themselves with having the signatures acknowledged by some one with the power of attorney in the establishment, or in the building, and when enough of them accumulated, send them over to the municipal court to have them placed on record. Many firms never even place them on record, going through with the power of attorney formula merely to impress the customer with the seriousness of his obligation to pay. Such chattel mortgages, executed by the purchaser in favor of the dealer, are perfectly valid between the two original parties, but the power given to the third party, according to the decision, is another matter. For instance, a dishonest purchaser, with only a small portion of his installments paid, could with impunity execute a fake note to some rascally friend, let him secure a judgment and levy, take the property, convert the same into cash, and split the proceeds. The Court would uphold such a transaction, as the third party could say that he presumed the property was paid for when the levy was made. The chattel mortgage had not been executed in the proper manner, etc., was not on record, and there was nothing to show that the property was not paid for. It brings about a lovely situation in a good many lines of business. The cash register people, and the fixture people are two classes selling cigar stores which are directly affected. Several meetings of the installment people have been held, and an attempt is to be made to get a new conditional sales law or an amendment to the present chattel mortgage statute put through the present session of the Legislature. Three representatives are to be appointed from each of the trades included, to form a central committee. This committee is to work through the Chicago Association of Commerce and the 350 other commercial organizations of the State to get the desired legislation. It may take a little money spent in the right places, to be frank, for the State Legislature of Illinois is so notoriously corrupt that the acknowledgment of the fact that it may take a little grease to expedite the legislative machinery will bring offense to nobody concerned.

The report of the Collector of Revenue for the First District of Illinois has been made public. It shows that during 1914 the receipts of the department for cigars were $699,796. In 1913 the receipts were $722,386. Cigarettes did not show such a decrease, the figures being $4436, compared with $4594 for 1913. Plug tobacco and smoking to-

(Continued on Page 24)

The accompanying photographs show the interior of the M. J. Dalton Company store at Fifth and Chestnut Streets, Philadelphia, as it appeared just prior to the holiday season.

The picture on the left shows the retail department with its splendid humidor stocked with imported and Tampa-made cigars. A closer inspection will also disclose the regular and Christmas packings separated for quick handling.

The picture on the right shows the wholesale and shipping department filled with orders awaiting delivery, and also the large humidor wherein is carried the reserve stock of high-class cigars, for which this firm is noted.

In this latter picture, seated at the desk, is William R. Taylor, vice-president and manager of the company, who since the death of M. J. Dalton some years ago, has had the management of the stores operated by the corporation.

The number of imported cigars handled by this firm ranks them among the leaders of imported cigars in the Quaker City, and in addition to the distribution secured by the stores owned by them, a splendid distribution is secured through the large number of clubs which are regular customers, and who purchase many cigars of the highest quality.

The house has long maintained a standard of quality, and while the policy has always been conservative, it has always been alive to opening up new avenues for increased business.

The holiday season just closed was the best in the history of the firm, and the ease and dispatch with which the rush business was handled is due in a great measure to the efficient plans carefully worked out by Mr. Taylor. These plans were further augmented and abetted by the co-operation of the entire corps of assistants.

Lithographic Representative May Be Reached at New York Address

In the appointment of Garrett H. Smith as their sole representative for the United States and Canada, the Compania Litografica de la Habana, of Havana, Cuba, have secured the services of an expert in catering to the cigar trade.

Being the only authorized agent for this company, Mr. Garrett will travel the greater portion of the time, but his New York headquarters will be located at 535 East Seventy-ninth Street, from which point he can be reached without loss of time.

The distinctive feature which Mr. Garrett believes will appeal directly to the manufacturer desiring a high-grade label or band is the blending of colors and the gold leaf process which designates these labels to be of distinctive quality and workmanship.

In addition to cigar labels and bands Mr. Garrett can produce panels and show cards of exceptional character.

Lee & Cady Declare Cash and Stock Dividends

At a meeting of the directors of Lee & Cady, Detroit, Mich., held in the early part of this month, it was authorized to distribute among the stockholders the annual cash dividend of 10 per cent. A stock dividend of 50 per cent. was also declared. This is equal to stock whose par value aggregates $375,000, substantially increasing the capital stock by $1,125,000. The par value of the stock is $100. It is held closely and calls in the vicinity of $175 per.

The annual banquet given by the employees of the Mi Lola Cigar Company, of Milwaukee, Wis., was held recently with August Kurtz acting as toastmaster. Music and dancing followed the feast of good things.

CHICAGO

(*Continued from Page 23*)

bacco showed an increase. The receipts in 1914 were $1,796,921 and $1,589,436 in 1913.

All departments of the New Morrison Hotel are now open, and the place is the Mecca of many visitors and the subject of much comment. The Boston Oyster House, directly beneath the old building, has been extended over beneath the new structure, and the cigar stand has been moved so as to better supply the entire large restaurant, which now covers a considerable area.

The weekly salesmen's meetings of the United Cigar Stores Company have been conducted with great success during the past few weeks. They are well attended, and the many suggestions and talks which are made are proving a decided benefit, it is believed.

G. W. Whitcomb.

Martin Gets Another Davenport Stand

George Martin, who operates a chain of nine stores in Davenport, Iowa, and adjacent territory, has just secured the contract for the cigar privilege in the Blackhawk Hotel, which is under course of construction in that city.

Mr. Martin's first venture was 108 West Second Street, and the latest location is at Third and Main Streets, and it is interesting to note that Mr. Martin is celebrating his tenth anniversary as a cigar merchant, and the cigar privilege in the new hotel will be his tenth store.

The cigar store of F. L. Weber, 821 Broadway, Oakland, Cal., was recently visited by thieves who made a getaway with cigars, cigarettes and pipes.

Tampa

Cigar Factories Resume Operations—Manufacturers' Association Display Splendid Spirit in Taking Care of Unemployed—Distributing Necessities in Addition to Aiding Associated Charities—Tampa-Cuba Company Acquires Balbin Factory—Prosperity in Certain Lines Despite Depression Which Prevailed

Tampa, January 11th.

TAMPA has 102 cigar factories. During the holiday season they were closed for a fortnight. Practically all of them have resumed operations, thereby supplying employment to more than 5000 men, women and children. As a result of the enforced idleness, many of these were compelled to apply to the Associated Charities of this city for assistance. To aid this organization in its work, the Cigar Manufacturers' Association, of which A. L. Cuesta, Sr., is president, has been supplying over $500 each week as its quota of the extra burden imposed on the Associated Charities. This, by reason of the needs of the Latin applicants. The money will be proffered just so long as it is found necessary.

Much anxiety existed among the employees as to whom would be taken on upon the opening of the factories. While many of the factories were not in position to employ all those who had been working when they were closed, all the manufacturers, on opening, made place for as many as they possibly could. They endeavored to cause as little distress as possible. In other cases, factories required even more cigarmakers at their resumption of operations than when they closed for the holidays. Among these may be mentioned the factory of Cuesta, Rey & Company. While the number of cigarmakers unable to obtain employment has not been computed, it is thought that they do not number more than 1000, even at the greatest. Even at this, the hardship will not be vast. Many of the families identified with the cigar industry, have three and four cigarmakers among them. The schedule has been so apportioned, that at least one member of each family has been given an opportunity of earning something. The Cigar Manufacturers' Association recently distributed a large number of blankets among those in actual want. In speaking of the situation, Mr. Cuesta stated:

"We are catering mainly to the Latins in this work, but we are not turning down any one whom we know to be a resident of Tampa, who applies and who is in actual want and is cold. The manufacturers have instructed the relief committee to spare no expense in alleviating any case of distress, and as long as the distress lasts the manufacturers will be ready to do their share."

In summing up the year just closed, Tampa, all things considered, has had a prosperous year. A computation of the building statistics reveal a disbursement of $1,615,028, as against $1,484,085 for 1913. A gain of $1,085,962.06 is shown by the report from the Clearing House, the total receipts having amounted to $53,766,400.55. The receipts from the postoffice also show a gain of $223,277 in comparison with $215,935 received in the preceding year. The cigar industry, while not as fortunate, still has much cause for felicity in that the number of cigars manufactured during the twelve months of 1914 attained 267,866,000. It was thought that not even this amount would have been required.

John M. Carlisle devoted a few days recently to calling on the local jobbers in the interests of the Liggett & Myers Tobacco Company.

Salvador Rodriguez, manufacturer of "Charles the Great," had as his guest over the New Year, his son Fernando, who was accompanied by his wife.

As a result of the fire which recently destroyed the cigar factory of P. San Martin & Company, a loss of $25,000 has been sustained.

The sterling factory and business of Balbin Brothers has been taken over completely by the Tampa-Cuba Cigar Company, the deal having been a distinctly cash transaction. The latter company will remodel the newly acquired factory, already a large one, and will, upon completion of alterations, take up its abode there. During the construction work, however, both factories will continue manufacturing operations. There will be no change relative to the manufacturing of the Balbin brands. Though the business will be under the ownership of the Tampa-Cuba Company, the acquisition will be operated as the Balbin Brothers Company, Incorporated, following the incorporation of the latter organization. Miguel Balbin is to remain. This assures able assistance to the Tampa-Cuba Company in the continuance of manufacture of the well-known "Elisardo" and other brands of the Balbin Company.

Ernest Berger, of the Tampa-Cuba Company, certainly is to be congratulated on this new branching out of his company. But three years old, Tampa-Cuba today is ranked among the leading clear Havana factories of Tampa. Despite the depression of the past year, an average shipment of 1,000,000 cigars per month has been maintained by this factory. With the optimism prevalent among many manufacturers at this time, the opportunity, seemingly, has been seized at the right time.

Harry Culbreath, of V. Guerra, Diaz & Company, manufacturers of the well-known "La Mega," is at the factory and will probably remain for a few weeks yet.

Perfecto.

Horner Tobacco Company's Handsome Offering

This office is in receipt of a handsome art calendar from the Horner Tobacco Company, Dayton, O. Entitled "Discussing the New Game Laws," the subject, nineteen inches in width by fourteen inches in depth, is an attractive representation of the early English period, at a time when riding to the hounds was the usual gentlemanly sport and red coats were the usual attire. Certain new game regulations are soon to be acted on down in "Lunnon." For this reason these gentlemen have assembled at a country inn, their usual place of meeting, and have invited a young barrister who is familiar with the new laws to explain certain points to them. The barrister, the gentleman with the green coat standing under the candelabra, is apparently explaining the new laws in detail. The gentlemen of the party are accompanied by a number of ladies, who at present are at breakfast in the coffee room, with the exception of the young woman in green, who, having hurried through with her repast has entered the grill room and appropriately remains as near the door as possible, having little interest in the game laws, but engaging in a sly flirtation with one of the young gentlemen present. The innkeeper has been attracted by the clatter of hoofs, and hastens to the door to welcome new arrivals. The artist in this picture shows us the interior of an English inn. Through a window one gets a glimpse of the village. The brilliant costumes worn at that early date make an unusually attractive scene, and the picture as a whole is a remarkably faithful and interesting representation of old-time manners and customs.

Los Angeles

Business Reaches the Normal Plane Again—Holiday Trade Far Exceeds That of Last Year—San Diego Exposition Occupying Most Attention Right Now

Los Angeles, Cal., January 4th.

THE Christmas and New Year "busy season" is now a thing of the past, and the jobbers and retailers are rejoicing after having experienced one of the most successful, if not the most successful of business years, financially and otherwise.

The San Diego Exposition is now in full sway and thousands of visitors are enjoying the beauties of this example of man's handiwork. Persons coming from that point to this city state that time will not erase from their minds the visions of Nature's beauty which they viewed while in the Southern city.

The Klingenstein Company are just getting through taking stock and are very much delighted with the business they have had during the past year on their different lines, particularly on Eisenlohr's "Cinco" and Yocum Brothers' famous brands, the "Y-B" and "Spana-Cuba." The last year was their banner year on the Surbrug lines, particularly "Milo" and "Golden Sceptre" and "Floss Cut."

The firm has no intentions of making changes this year, but figures on having a large and prosperous business ahead of them. Nineteen-fifteen should be the banner year.

The Klingenstein Company had a very large Christmas business on Regensburg's "American" and "Admiration"; Y. Pendas & Alvarez' "Webster," and the Havana-American Company's "La Preferencia."

Mr. George J. Yocum is here at the present time and is working with the different representatives of this firm, covering their entire territory. He is very delighted with the business the name Yocum is enjoying in this country.

J. J. Gans Brothers report a splendid 1914 business, especially on Bondy & Lederer's line. This house has now three salesmen in the Arizona territory, among them being Joe Neides.

Beck & Company, successors to George W. Walker Cigar Company, are preparing to campaign on the "Rocky Ford" cigar this year. "Belmont Czars" are moving good with this house.

The A. B. Greenwald Cigar Company are closing out their jobbing business and the stock will be disposed of to Klauber-Wangenheim Company, and George W. Walker Cigar Company, both of this city. Mr. Greenwald was advised by T. J. McCarey, for twelve years head of the Pacific Athletic Club and recognized as the world's foremost boxing promoter, to be ready to leave for New Orleans on short notice. McCarey, Greenewald and Dominick Tortorich will form a "fight trust" to handle the game in New Orleans, the only remaining city where twenty-round contests are permitted. Greenewald will leave in about two weeks, according to a statement made to me yesterday. Los Angeles is about to lose another one of her great business men, as Mr. Greenewald was recognized as such by all business men of this city, having built up a business in cigars and tobaccos which employed an enormous sales force.

The Southern California Tobacco Association held a meeting on December 28th and elected the following officers for the coming year: Guy Yonkin, president; Louis Gold, vice-president; Al Finkenstein, secretary; I. Weinberger, treasurer. Trustees: W. C. Henderson, Morris Burke, W. A. Pickert, Colin McIntyre and E. F. Cohn.

The newly elected officers decided to make this organization one for retailers only, and all jobbers and their salesmen who were members of the association will become honorary members. The officers will have a meeting on January 7th and will map out a campaign to make this organization the banner and representative organization in the West.

Joe Long, representing the H. Fendrich firm, of Evansville, Ind., manufacturers of the "Charles Denby" five-cent cigar, just got back from Portland, Seattle, Oakland and Frisco, and reports business fine on this trip.

Hall-Luhrs & Company, of Sacramento, Cal., are making a big hit with the "Diamond Joe" cigar, five cents. This is the brand H. Fendrich has been making continuously for sixty-four years.

He was born and raised in San Diego, so, naturally, he had to pay that thriving city a visit. E. E. Klauber, of Klauber-Wangenheim Company, of this city and San Diego, Cal., has left for that point to view the San Diego Pan-American Exposition.

I am informed by Joseph Goldsmith, of the M. A. Newmark & Company cigar department, that they have just taken over the "El Sidelo" line, manufactured by the Sam I. Davis Company, of Tampa, Fla. This house will campaign exceedingly hard on this brand this year.

"Generalidad" window displays are seen to good advantage in and around town these days. The cigar is distributed by the Morgan Cigar Company.

Angelo Mussatti, of the Mussatti-Boggio Cigar Company, distributors of the "Reynaldo" seed and Havana cigars, has returned from Santa Barbara and will leave in a day or two for Bakersfield in the interests of this brand.

Haas-Baruch & Company will work very hard this year on "Lovera," "San Felice," "Banderos" and their other sellers. This house enjoyed a profitable business year and will strive to make this year's business exceed that of last year.

Anthony Schwamm is leaving in a few days for San Francisco, Portland, Seattle, Spokane, Tacoma and other Northwest cities in the interests of the Federal Cigar Company's lines. He will work hard on the "Rosa de Valle" cigar while on this trip.

The Cigar Dealers' Association tendered a banquet to "Tony" in appreciation of the services rendered the association during his term as president of the organization. "Tony" made the remark that he grieved leaving the association, but the members feel the loss more than words can imply.

Morris Burke, representing Luckett-Luchs-Lipscomb, of Philadelphia, Pa., manufacturers of the "Reynaldo" cigars, is leaving for San Diego in a day or so to push the "Reynaldo" cigar ahead during the Exposition. He will return at the end of this week.

California 1915.

"Hexamer" Cigars Achieving Success

J. H. Sonfield, of Fort Wayne, Ind., is meeting with remarkable success in placing his "Hexamer" cigars with jobbers throughout the Middle West territory.

This brand bears the photograph of C. J. Hexamer, president of the National German-American Alliance, whose office is located at 419 Walnut Street, Philadelphia.

It has been the aim of Mr. Sonfield to produce a cigar of such quality that it will not only produce results at the opening of a selling campaign, but will prove its value to the jobber and retailer by its ability to secure repeat orders. The large list of firms handling the "Hexamer" is conclusive proof that Mr. Sonfield has been successful in marketing a cigar of unusual merit.

Officers of Tobacco Dealers Assciation of South California

Guy W. Yonkin, 221 W. Third St., Los Angeles, Cal., Newly Elected President of the Tobacco Dealers' Association of Southern California

I. Weinberger, Corner of Temple and N. Spring Sts., Los Angeles, Cal., Newly Elected Treasurer of the Tobacco Association of Southern California

Banquet Omitted and Money Given to Poor

The annual banquet of the Deisel-Wemmer Company, Lima, O., manufacturers of the popular "El Verso" and "San Felice" cigars, will not be held this year, as formerly. In its stead, the money usually required for the banquet to the various factory heads, officials and salesmen of the company, amounting to several hundred dollars, supplemented by an additional sum, will be distributed between the National Red Cross Society and the Lima United Charities. The money proffered to the latter organization will be for the relief of the unemployed in the districts in which the company's factories operate. A copy of the notice, which we embody herewith, has been sent to all of the plants of the company. The factories are located at Lima, Delphos, Van Wert, Wapakoneta, Fostoria, Findlay, St. Mary's, Sidney and Toledo, O.

The communication follows:

"In view of the great suffering and consequent need of relief funds throughout Europe as a direct result of the present war, and the greater or lesser need of relief funds in this country, as a result of so many men being out of employment, we have decided to dispense with the annual banquet and give the money that would have been involved, to the National Red Cross Society, to our hospital and associated charities.

"We believe that all of you men will agree with us that it is much better to use this money in this manner and that it will be returned to us many fold, in various ways. We would kindly ask you to thoroughly explain this to all your men, who would have been entitled to the banquet. We hope by next year the unfortunate war will be over, and industrial conditions in this country will be such that we can meet and enjoy the usual banquet."

Al Finkenstein, 113 S. Spring St., Los Angeles, Cal., Re-elected Secretary of Tobacco Association of Southern California

O'Malley & Liddy Cigar Company Organized

R. E. O'Malley, for many years connected with the William A. Stickney Cigar Company, of Kansas City, Mo., and more recently city sales manager for Niles & Moser since the consolidation of the above firms, will head a number of druggists and other local business men in the formation of a corporation which will have a number of cigar stores throughout that city.

The firm name will be O'Malley & Liddy Cigar Company, and this name is assumed because of the fact that Mr. Liddy, who was also connected with the William C. Stickney Company as a traveling salesman, will be closely associated with Mr. O'Malley in the new enterprise.

The location of the stands which the new company will occupy are those situated at Tenth and Walnut Streets, in the Bonfils Building; Twelfth Street and Grand Avenue, in the Rookery Building, and opposite the new Orpheum, at Twelfth Street and Baltimore Avenue. These stands are in addition to the stands at Electric Park and the Live Stock Exchange.

In conjunction with the retail stands, a wholesale business will also be assumed, and it is believed that many new lines of cigars will find their way into the Kansas City market that are now debarred because of the limited number of jobbers and distributors located in that city.

A visit to some of the better known factories of the East is in contemplation, as it is thought that better arrangements can be made by a visit to the factories.

Hickey Brothers to Open Store No. 7

Hickey Brothers, Davenport, Ia., prominent cigar dealers, have just purchased the building on the site known as the "Western Union" corner, at Second and Brady Streets, Davenport. The price is said to total almost $50,000. Hickey Brothers announce that they plan to open their Store No. 7 at this location about June 1st.

The building, which is said to be on one of the most desirable locations in the downtown district of the city, extends forty-five feet on Second Street and seventy-five feet on Brady Street. It is three stories in height. The basement of the structure is a large one and will probably be utilized for storage purposes.

William A. Hickey, of the firm, stated that it is their intention to remodel the corner room of the structure. Present plans include glass windows embracing the entire front on Brady Street. Second Street will also have the same treatment. Up-to-date fixtures will be installed, which with the decorating of the interior, will make the new acquisition one of the handsomest cigar stores in the United States. When all arrangements and alterations have been completed, this will give Hickey Brothers seven retail and wholesale cigar stores in Davenport and Rock Island.

B. S. Rosenbaum Joins Wm. Steiner, Sons & Company

Announcement has been made that B. S. Rosenbaum has entered the lithographic firm of William Steiner, Sons & Company, 257 West Seventeenth Street, New York City.

In a letter to the trade Mr. Rosenbaum takes opportunity of thanking his many friends for their former patronage and believes that he is now in a position to serve them better than ever before.

The labels manufactured by this firm are known as German process labels, and since the opening of the European war have succeeded in replacing many imported bands and labels, and Mr. Rosenbaum is anxious to make new friends among the manufacturers in order to show the complete line of goods which he can offer.

The stemming plant of the American Tobacco Company, located at Middletown, O., is again in operation.

Trade Jottings

A new cigar factory has been opened at McIntosh, S. D., by F. W. Ferguson, formerly of Wilmar, Minn.

Miss Clara Nelson has opened a cigar department in the new Ford Brothers Block at Great Falls, Mont.

Good business is reported on "El Dallo" cigars by Bentley & Settle, wholesale grocers, located at Syracuse, N. Y.

It is reported that Abe Thalheimer, of Thalheimer Brothers, Little Rock, Ark., will shortly open a new store in that city.

Joseph Guiterrez, proprietor of the Suarez Segar Company, Hazardville, Conn., has moved to more commodious quarters on Cedar Street.

James Nichols has opened a cigar store in the O'Connell Block. It is located at the corner of North Street and Madison Avenue, Pittsfield, Mass.

A new cigar factory has been opened at Fort Wayne, Ind., by Charles Crew. The brand which Mr. Crew is pushing just now is the one known as "P. A. P."

J. F. Morrison has opened cigar stands in the Klingman and Keeler Furniture Buildings in Grand Rapids, Mich., and will operate them during the furniture buying season.

A large cigar stand has been installed in the lobby of the Stubbins Hotel, Indianapolis, Ind., by Smith Brothers. They recently assumed control of the management of the hotel.

R. D. Bakrow & Brothers, Louisville, Ky., are just in receipt of a shipment of the Loveras-Pocos No. 2 shape of the "Rio Vista," on which brand they resumed the local jobbing agency recently.

The Straus Cigar Company, Richmond, Va., report that the clear Havana line of the well-known Sanchez & Haya factory, Tampa, Fla., proved a very acceptable bonanza for them during the year just ended.

Walter T. Saenger, of Davenport, Ia., recently completed arrangements with Peter Jacobson, Jr., Freeport, Ill., whereby he will for one year handle in local territory all of the brands manufactured by Mr. Jacobson. They are "Walter Wellman", "Havana Rolls" and "Brown Beauty".

John A. C. Menton, former mayor of Flint, Mich., and a veteran cigar manufacturer, has opened a cigar factory at 317 South Saginaw Street, that city. The first brand placed on the market will be the "Menton" and the firm name will be the Menton Cigar Company.

P. Lorillard Company Puts Two Hundred Hands to Work

Approximately two hundred hands were recently put to work by the P. Lorillard Tobacco Company at its plants in Madison, Wis., to sort tobacco. Several weeks will be required to finish the work. The damp weather prevalent during the past few weeks has proved seasonable to the tobacco sorting. After it is picked the farmers hang it up in the shed to cure. This causes it to become dry and brittle. In order that the leaves may not become broken it is necessary to wait for damp weather to sort the tobacco.

OBITVARY

James Grady

James Grady, formerly well known to the trade through his connection with the cigar firm of Ferris & Grady, died recently at Fargo, N. D. A long time ago Jim Ferris and Jim Grady, salesmen covering North Dakota and working out from Fargo, and also known as the "Two Jims," united and started in business as the firm of Ferris & Grady. Later, they opened in Minneapolis, and while they have not been active in the trade for some time past, still the old firm under new management in the person of W. H. Burd, exists and is well known in jobbing circles throughout the Northwest. Mr. Grady for a time was allied with Reinecke, the jobber, better known to the trade now as Reinecke & McKone, of Fargo.

Laban M. Rice

Laban M. Rice, a widely known member of the firm of Rice & Turner, Louisville, Ky., died at Cadiz, Ky., on January 1st, from heart disease. The funeral services were held in Evansville, Ind., where Mr. Rice formerly lived.

When still a young man Mr. Rice moved to Evansville and engaged in the tobacco warehouse business, taking up his residence in Louisville in 1902. Three sons survive, Cale Young Rice, L. L. Rice, of Lebanon, Ky., and H. T. Rice, of Evansville.

Charles Beehler

Charles Beehler, of Charles Beehler & Company, the well-known cigar manufacturers of Baltimore, Md., died suddenly at his home recently, on Portland Street, that city. Mr. Beehler was born in Baltimore and was sixty-three years of age. Also, he was prominent in fraternal circles.

Harry Tallman Maffet

Harry Tallman Maffet, following a stroke of apoplexy, died at his home recently, 524 Broadway, Paterson, N. J. Mr. Maffet was sixty-eight years old and had been the proprietor of the cigar store at Main and Market Streets, Paterson, for twenty-seven years.

Rudolph F. Thienes

Rudolph F. Thienes, a native of Ebelfeld, Germany, and proprietor of the cigar business in the New York Telephone Building, Cortlandt Street, Manhattan, New York City, died within the past fortnight as the result of hemorrhages. Mr. Thienes was forty-three years old, and is survived by a widow, one son and one daughter.

Henry Nussbaum

Henry Nussbaum, cigar manufacturer, of Cincinnati, O., died at his home in that city during the past fortnight, after having been sick but a short time. Mr. Nussbaum's connection with the local cigar manufacturing business covered a period of forty years. He is survived by two daughters. He was sixty-four years old.

Elliott W. McGinnis

Elliott W. McGinnis, for many years connected with the tobacco business, died recently at his home, 7708 Tuscarora Street, East End, Pittsburgh, Pa. At one time in his career, Mr. McGinnis was identified with the wholesale establishment of Mazurie. He was seventy-nine years old and is survived by his widow, three sons and three daughters.

Edwin Norton, President of American Can Company, Dies

January 2nd witnessed the passing at his home, in New York City, of Edwin Norton, president of the American Can Company. Mr. Norton was born in Rockport, Ill., almost sixty years ago, and was a veteran of the Civil War. For a number of years he was vice-president of Norton Brothers, manufacturers, and later affiliated himself with the American Can Company, of which he was the first president. Mr. Norton was an inventor of renown, and had to his credit at the time of his death, more than 5000 patents on various sorts of sheet-metal working machinery which he manufactured. Occupying a high place in the list of his inventions, was an automatic furnace and rolling mill for making tin plate and thin sheet steel. A second invention that attracted much attention was a machine for the automatic manufacture of hermetically sealed cans and various processes for preserving food in a vacuum.

Almost $500,000 Obtained in Thirty Days

From Owensboro, Ky., we learn from the managers of the four loose leaf houses of that city that almost $500,000 has been paid out there for tobacco, covering a period of thirty days, beginning December 1st. The season opened on that date. The total sales of tobacco over these floors reached 6,983,680 pounds, Pryor and Burley included. The average obtained was between six dollars and seven dollars and in most cases the prices proved satisfactory. Tobacco has been shipped here from other counties not included in the Green River District. Also more attractive prices have prevailed here than in any other portion of the State.

Cigar Manufacturer Has Narrow Escape

Joseph Dollinger, a cigar manufacturer of Suffield, Conn., had a narrow escape from injury and possibly death, when returning from Hartford on December 26th.

As Mr. Dollinger was approaching a steep hill in Windsor Locks, the steering rod on the automobile buckled, and the machine plunged through a fence and down an embankment. By applying the emergency brake, Mr. Dollinger prevented the car from dropping to the tracks of the New York, New Haven & Hartford Railroad, over which a northbound train passed before he alighted from the car.

The actual damage to the machine was slight, consisting of a broken light, dented radiator and bent mud guard.

Must Report to Department of Agriculture

Proprietors in tobacco warehouses in the State of Kentucky were recently in receipt of a communication from the Commissioner of Agriculture directing their attention to a law passed by the last Legislature making it necessary for them to report each month to the Department of Agriculture the number of pounds of tobacco sold during the preceding month. The tobacco sales must be classified, showing the number of pounds of new tobacco sold and the number of pounds of old tobacco sold or re-sold. These reports will make it possible for the department to ascertain the exact number of pounds of tobacco grown each year.

Fire from some unknown cause, destroyed the stock and plant of McCann Brothers' cigar factory at Kirksville, Mo. There was some insurance on the stock, but it is believed that this will not cover the cost of the tobacco.

It is interesting to know that the local cigarmakers' union had charge of the first Labor Day parade and celebration held in Eastern Canada. The parade was held in Montreal in 1885 and was so successful, that since that time, the annual holiday of the laboring men has been under the auspices of the Trades and Labor Council.

The Cuban Market

From Our Exclusive Bureau

Havana, Cuba.

Havana, January 9, 1915.

THE closing fortnight of the year 1914 has shown up far better than we had expected, as far as the activity in our market was concerned, although in the total number of bales reported lower down, there are included some transactions which had not been divulged previously. As far as prices are concerned, there was no improvement last month, but as heavy torrential rains have continued in the meantime, particularly in the Vuelta Abajo, Semi-Vuelta and Partido districts, which according to advices shall have destroyed the growing plants, as well as the seed beds, the prospects of harvesting even a medium crop have vanished into thin air, and in consequence thereof our holders of these kinds have stiffened in their pretensions and are no longer disposed to sell at the former ruling prices. As far as the Remedios crop is concerned, our reports at hand state that in some sections heavy rains have likewise done a good deal of damage, while on the other hand, in other districts a continued drought shall have retarded the growth of the young plants, and if they should have no rains before long, they might dry up and produce no crop worth speaking of.

Under these circumstances it has been a blessing after all, that the 1914 crop has been the largest in our history, as it will have to serve the manufacturers for the next two years to come. Should the war in Europe come to an end, during the coming six months, then we might even see a shortage in the supply, which would result in a strong reaction in prices, while leaving this eventuality out of question, and simply counting upon a moderate, fair demand from the United States, we ought to see nevertheless some notable improvement in the momentary, ruling figures, as we believe that the stocks held by manufacturers in the United States are exceedingly moderate, as they have only purchased from hand to mouth. The real choice and serviceable part of the 1914 crop is by no means excessive, as the bulk has consisted of medium, and partly even faulty goods, which may answer the purposes of making cheap cigars, but not real quality ones.

American manufacturers, as well as leaf dealers, evidently have been looking ahead last month, in taking advantage of the favorable position of our market, by stocking up quite liberally, and they will have no reason to regret their foresightedness. Exporters for Germany have also operated more extensively, while the Spanish Regie has likewise taken advantage of the low, ruling prices for their grades, which the same is in the habit of acquiring for their needs. As these styles are beginning to be rather scarce in our market, the local buyers have scoured the country in the Santa Clara and Oriente provinces, and where they have been able to secure sufficient supplies still. Shippers to the South American Republics have been rather quiet, probably owing to the bad financial conditions in those countries. Cigarette manufacturers continue to buy more moderately. One Canadian manufacturer made some purchases, but we expect to see a larger number this month, although conditions in Canada are not flourishing, excepting in the line of furnishing war supplies to the allies.

Sales during the last two weeks totaled 30,600 bales, which consisted of: Vuelta Abajo and Semi-Vuelta, 5977; Partido, 1032; Remedios, 19,604, and Oriente, 3987 bales.

Buyers were: Americans, 18,373; one Canadian manufacturer, 700; exporters to Europe, 9141; shippers to South America, 511, and our local cigarette manufacturers, 1875 bales.

Receipts of Leaf Tobacco From the Country.

For two weeks ending Dec. 31, 1914.		Since Jan. 1, 1914.	
Vuelta Abajo	3,366 bales		208,147 bales
Semi-Vuelta	689 "		38,092 "
Partido	58 "		14,281 "
Remedios	15,116 "		219,752 "
Oriente	2,722 "		8,494 "
Total	21,951 "	Total	489,036 "

Exports of leaf tobacco from the port of Havana, during the two weeks ending January 2, 1915, totaled 14,408 bales, which were distributed to the following countries, viz.: To all ports of the United States, 5301; to Spain, 2910; to the Netherlands, 5678; to England (Liverpool and London), 40; to Denmark (Copenhagen), 70, and to the Argentine Republic, 409 bales.

Buyers of Leaf Tobacco That Come and Go.

Arrivals—From New York: Lewis Cantor, of Lewis Cantor.

From Chicago: Peter Wohl, of the Wohl & Comstock Company; Harry E. Landfield, of Landfield & Steele; H. B. Franklin, of H. B. Franklin & Company.

From Hamilton, Ontario: Wm. F. Presnell, of the Presnell Cigar Company.

From Tampa: Facundo Arguelles, of Arguelles, Lopez & Brother; Manuel Menendez, of Manuel Fernandez.

From Montreal: Henry and Herman Simon, of H. Simon & Sons.

Returned: Jose Fernandez (Maquila), of Cifuentes, Fernandez & Company, owners of the famous Partagas factory, accompanied by his family, from Spain; Walter C. Sutter, of Walter Sutter & Company, from Chicago; Celestino Corral, of Corral, Wodiska & Company, from Tampa.

Representatives of Cigar Factories

Charles Landau, representative of the celebrated H. Upmann factory, for the United States and Canada, domi-

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The Cuban Market

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ciled at New York; B. F. Alexander, United States and Canadian representative for the two factories, La Flor de A. Fernandez Garcia, and Flor de Tomas Gutierrez; and W. B. Houston, Naval representative of the Henry Clay and Bock & Company, Limited, whose post of duty is Guantanamo.

Departures—To New York: H. Rosenberg, Richard Sichel, Marco Fleischman, Howard Friend, Bernhard Lichtenstein, Ladislao Menendez and Mr. and Mrs. S. Ruppin.

To Tampa: Jose Lovera, Jose Escalante, Mr. and Mrs. Mortimer Regensburg and Manuel Menendez.

To Philadelphia: S. Bayuk, M. Lipschutz and Felix Eckerson.

To Hamilton, Ontario: W. F. Presnell.

Cigars

We submit herewith the statement of our exports of cigars from the port of Havana, as per our official custom-house returns, for the month of December, 1914, and 1913:

From Dec. 1 to Dec. 31, 1913,	18,264,553	cigars
From Dec. 1 to Dec. 31, 1914,	8,205,919	"
Decrease during the month of Dec., 1914,	10,058,634	"

There are sixteen countries which show decreases in December, 1914, as compared with the same period of 1913, viz.:

Great Britain and Ireland	4,923,610	cigars
United States	1,480,750	"
Germany	1,377,977	"
Canada	544,325	"
Spain	505,526	"
Australia	413,455	"
Argentine Republic	261,088	"
Chile	143,028	"
Italy	140,000	"
Uruguay	78,650	"
Belgium	62,545	"
France	33,300	"
Gibraltar	25,100	"
Mexico	24,000	"
Austria	22,000	"
Guatemala	20,250	"
	10,055,604	"

The total exports of cigars from the port of Havana, during the entire years of 1913 and 1914, compare as follows:

From Jan. 1, 1913, to Dec. 31, 1913,	183,234,330	cigars
From Jan. 1, 1914, to Dec. 31, 1914,	123,951,118	"
Decrease during 12 months of year 1914,	59,283,212	"

Of the nine principal importing countries, which import at least one million cigars from us annually, there are eight which show the following decreases in 1914, as compared with the year 1913:

Great Britain and Ireland	22,890,807	cigars
United States	15,844,835	"
Germany	8,840,380	"
Canada	5,089,735	"
Argentine Republic	2,781,639	"
France	2,117,967	"
Chile	1,757,732	"
Australia	1,195,142	"
Total	60,518,237	"

The only country which shows an increase during the above stated period, during the year 1914, as compared with 1913, is:

Spain, with	2,846,188	cigars

The above figures speak for themselves and do not require any further comment.

Business in most of our cigar factories continues in the new year in the same languid fashion, there are a few orders to keep part of our cigar-makers working but this is about all that could be said at the moment. As long as the European war continues, no great improvement could be expected, unless we should be able to concert a new reciprocity treaty between the United States and Cuba, which should cut down the existing duties by one-half. The United States Treasury would not lose one cent in this operation; on the contrary, it might increase its revenues, as we ought to ship at least one hundred million cigars. The clear Havana cigar industry would also still preserve enough of a protective duty in the United States. In the year 1916 we shall have lost all the benefit of our raw sugar industry, which had been conceded to us in compensation for the great reduction in our duty on the American goods, therefore we ought to be entitled to a more liberal treatment on the exports of our cigars into the American Union of States.

Romeo y Julieta is working well, under the changed conditions of trade. Don Pepin Rodriguez, the senior partner, arrived at New York on the second instant, by the steamship "Saint Louis," from England, and ought to leave shortly for here.

Partagas is in receipt of some fair orders, which necessitated an increase in the number of cigarmakers.

H. Upmann is working steadily, although of course the volume of orders has undergone a change on account of the war.

Sol increased its working force, and if orders should continue to arrive as at present, then it may be soon working with its accustomed normal force.

Most of the remaining factories are working very slow, and some may close down until times should change for the better.

Leaf Tobacco

Sobrinos de A. Gonzalez sold, in the month of December, 13,987 bales of leaf tobacco of all kinds.

S. Ruppin was a buyer of 2475 bales of leaf during the last fortnight, while paying us his last visit.

Herrera, Calmet & Company were sellers of 910 bales of Remedios leaf during the last two weeks.

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Josef Wagener, Sr., Resigns

This office is in receipt of a letter from the well-known firm of Wagener & de Beer, Amsterdam, stating that Mr. Josef Wagener, Sr., has by mutual consent ceased to be a member of that firm, beginning with January 1, 1915.

Coincident with the withdrawal of Mr. Wagener, Sr., the retirement of Mr. Richard Hagert, who has held the firm's procuration for many years, is announced, having expressed a desire to retire from active business.

Mr. J. Wagener, Jr., and Mr. Casper Wagener, sons of Josef Wagener, Sr., and Mr. L. Rozelaar will continue the business with Mr. Joseph de Beer under the former title of Wagener & de Beer.

The Cuban Market

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S. Rossin & Sons bought 1095 bales of leaf of all kinds through Mr. Marco Fleischman, while in our market.

Rodriguez, Menendez & Company were sellers of 907 bales of Vuelta Abajo and Remedios leaf during the last fortnight.

E. Regensburg & Sons acquired 2189 bales of leaf through Mr. Mortimer Regensburg on his last visit.

M. A. Suarez & Sons sold 811 bales of Vuelta Abajo and Remedios leaf during the past two weeks.

Bayuk Brothers secured 1510 bales of leaf for their celebrated brand of "Havana Ribbon" cigars.

H. H. Strater disposed of 450 bales of Manicaragua and Remedios leaf during the last fortnight of December.

Lichtenstein Brothers were buyers of 979 bales of leaf tobacco during Mr. Bernhard Lichtenstein's visit in town.

I. Kaffenburgh & Sons sold 225 bales of Remedios during the last two weeks in December.

Shippers above two hundred bales of leaf from the port of Havana, during the past fortnight, were:

Sobrinos de A. Gonzalez	5,912	bales
Michaelsen & Prasse	772	"
Virgilio Suarez	696	"
J. F. Berndes & Company	642	"
Sidney Rothschild	598	"
Hija de Jose Gener	500	"
H. Upmann & Company	442	"
Rodriguez, Menendez & Company	439	"
Maximilian Stern	426	"
Manuel Suarez	414	"
Hijos de Diego Montero	317	"
Menendez & Company	312	"
Garcia & Company	303	"
Leslie Pantin	216	"
Perez, Capin & Company	204	"
Diaz, Herrera & Company	201	"

Oretaniv.

Splendid Business Done by Deisel-Wemmer Company

Nineteen hundred and fourteen was a busy year for the manufacturers of the well-known "El Verso" and "San Felice" cigars; in other words, the Deisel-Wemmer Cigar Company, of Lima, O. During the year just ended this company manufactured in its Wapakoneta factory alone more than 11,000,000 cigars, the largest number since the occupancy of the factory four years ago. The company is very jubilant over the splendid business done by them, and expects that the near future will witness the factory occupied to its limit of five hundred employees. Three hundred are kept busy at the present time, the capacity being 50,000 cigars daily.

Optimistic Report From the "44" Cigar Company

From the "44" Cigar Company comes the report that the salesmen have all returned to their respective territories. The company is very well satisfied with the orders received from the various districts thus far for 1915. They announce, in spite of the note of pessimism prevalent among so many business houses during the latter part of 1914, that they enjoyed in 1914 a very successful year. All factories of the company were started at full working capacity with the beginning of the new year.

Growers of Perique Tobacco Affected by War

The few perique tobacco growers in the world are likely to be among the sufferers on account of the European war. The year's crop will be about four hundred thousand pounds, but the present outlook indicates that the demand may not exceed half that amount.

Perique is a hereditary industry, confined to the Grande Pointe section, which covers a little over one ward of St. James Parish, above Lutcher. There are about sixty families said to be engaged in raising the brand. In the olden days, when perique was the indispensable delight of every discriminating Louisiana smoker, the crop was sought and the grower had no care beyond harvesting the yield and the reward. Advertising brought other tobacco into more general use, even in this section, and the home product reached its low ebb. Trade and weather conditions have shown years quite recent when only two hundred thousand pounds was the total crop. The farmers were as clannish about their agents as in everything else, and were content with their return of about twenty-seven cents a pound.

Some years ago the national tobacco combination, manufacturing fancy mixtures, entered the field and organized the industry. After their campaign they had the majority of the producers signed up to contracts at twenty-one cents. The former agents were able to hold some of their old patrons, were successful in building a demand for about one-third of the crop in England and European countries, and the result was not only to steady the market, but to broaden it. For several years now the planters have been receiving twenty-five cents a pound.

Now comes the war and the cutting of the European demand. To make matters worse, most of the contracts with the American corporations expire this year. So the situation next March is problematical. Perique has begun to court some systematic publicity, exhibiting at the country fairs, but it has never backed any widespread attempts to educate the American people as to its virtues and qualities. The Hernshelms, in the old days, are said to have invested about twenty-five thousand dollars in an endeavor to adapt it to the chewing millions, but did not complete the expensive experiment. The late Jose Vega also devoted much study to the blending of perique and Havana in cigars, and thought he had found the right combination, said to have been on a basis of forty per cent. perique, but death cut short his career.—"Detroit, Mich., News."

French Tobacco Planters Number 47,859

Authorized tobacco planters in France number forty-seven thousand eight hundred and fifty-nine. They grow approximately forty million pounds of tobacco on fifty thousand acres. The state monopoly, in addition to taking all of the tobacco grown in France, purchases each year fifty-five million pounds of foreign-grown tobacco.

Standard Brands Boost Business

The A. S. Goodrich Company, Milwaukee, Wis., report that they are very well satisfied with the business done by the company during the year just ended. Among the brands of the company credited with having been largely instrumental in the success of the year, are "Equity," "Cinco" and "San Felice." The Goodrich Company is composed of an efficient staff headed by C. L. Heintz, H. B. Richards and H. J. Cordes.

The directors of the United Cigar Stores meet this week to take action on the common dividend, payable February 15th next.

Detroit

New Year Starts Off Well—28,077,210 Cigars Manufactured During November as Against 26,560,033 During Same Period of 1913—Death of Samuel Oppenheimer—Mazer Company's Big Celebration—Well-Known Traveling Man Dies

Detroit, Mich., January 9.

WELL, the year of 1915 has started out very well and so far trade is holding up exceptionally well. By the end of this month the new Hotel Statler will be opened, and it remains to be seen what effect it will have on downtown business; that is, whether it will detract from the cigar business of the leading downtown retailers and other hotel cigar departments. Later in the year, about April 1st, the new Detroit Athletic Club will be in operation and undoubtedly this will also cut in to a more or less extent. However, nobody is worrying over the future. Detroit is a big city and a growing city, and while there may be a slight falling off in downtown trade for a while, it will all come back in due time and, if anything, will be better than ever.

Detroit cigar manufacturers feel proud of the November production, which was 28,077,210 cigars, as compared with 26,560,033 during the same month in 1913. By comparison it will be seen that the increase for the month in 1914 was more than a million cigars. This is not to be "laughed at" during times of depression when concerns in most other lines are reporting a falling off in trade.

Friends of Eddie Crooks will be glad to learn of a deserved promotion recently thrusted upon him. He has for a number of years been in charge of Michigan and other Middle West States for Liggett & Myers Tobacco Company, and has been advanced to general supervisor for Missouri, Illinois, Wisconsin, Minnesota and North and South Dakota. Michigan will hereafter be represented direct by Jack Collins.

The Trombley & Groesbeck Company, Mt. Clemens, Mich., dealers in cigars and tobacco, have decreased the capital stock from fifteen thousand dollars to five thousand dollars.

John A. C. Menton has recently started in the cigar manufacturing business in Flint, Mich. Mr. Menton was mayor of the town at one time. He is operating under the name of the Menton Cigar Company.

Mel Soper, of the Soper Segar Store, in the Dime Bank Building, Detroit, celebrated his birthday (it's nobody's business how many, Ha! Ha!) on January 1st. Men who know Mr. Soper say they can't see any difference in him as compared with twenty-five years ago. He still wears a straw hat and is as active as ever. May he have many more happy birthdays.

Samuel Oppenheimer, who founded the chain of cigar stores bearing his name throughout Michigan, Indiana and Illinois, died at his residence, 1213 Genesee Avenue, Saginaw, Mich., on Friday, January 8th. His chain consisted of seventeen stores. He had been ailing for over a year. He was seventy-three years of age. He had been in the business for over thirty-one years. His nephew, Harry E. Oppenheimer, who has had charge of the business for some time, will continue as general manager.

Charles A. Neubert has opened a cigar factory in Charlevoix, Mich.

Harry Rotschild, salesman for Cullman Brothers, of New York City, spent the holidays in Detroit as the guest of relatives.

The Mazer Cigar Company tendered a dance to its employees on Monday evening, January 4th, to celebrate the completion of the new addition. About a thousand cigarmakers, department heads, retailers, cigar manufacturers and friends participated. The dance and reception lasted from eight o'clock until midnight. The enlarged factory is fifty-eight by one hundred and six feet in size, four stories high and basement, of brick and steel, making it fireproof throughout. Sanitary drinking fountains are installed on the second floor for the convenience of employees; there are also individual steel lockers, comfortable dressing rooms and other modern conveniences. The first floor contains the offices and dressing rooms, as well as shipping room; the second floor is entirely for cigar making; the third floor contains the stripping and drying rooms, while the fourth floor is for packing and banding; in the basement is carried the stock.

Among those at the reception and dance were R. L. Olive, of Kansas City, Western manager for the Mazer Company, and Charles I. Lorber, also of Kansas City, of the Lorber Cigar Company. Music for dancing was furnished by a three-piece orchestra. There were many beautiful bouquets of flowers sent by friends. The employees of the factory presented Henry and Jacob Mazer with a complete office outfit of furniture. The new Mazer factory, while not the largest in Detroit, shows that the Mazer Company is growing and growing fast; it is up to date and modern in every respect and is a great credit to the Mazer brothers.

Sandy Stuart, of the Superia Cigar Company, Detroit, left on January 7th for the West on his first business trip of the year. He will be gone for some time. Albert Worch, of the Wayne Cigar Company, is also on a Western trip in the interest of his concern.

Thomas Plues, of Detroit, who died the last week in December, was one of the best-known traveling men in Michigan. For a number of years he represented the American Tobacco Company in that State acting as specialty salesman. Later he traveled for a Cleveland cigar house. He had been ill for many months and the end was not unlooked for. A brother, Robert R. Plues, is connected with the John T. Woodhouse Company.

Among our visitors the first week in January were Phil Verplanck and Jose Diaz, of the Preferred Havana Company. The Detroit jobber for this concern is the Revere Cigar Company.

George Stocking, of Marcelina Perez & Company, was an early visitor. Mr. Stocking makes his home in Chicago, but spent a few hours here on his way to New York.

Detroit friends of George H. Mahan, former Michigan representative for "Melachrino" cigarettes, will be glad to hear that he has been advanced to city representative in New York.

Al U. Thornburg.

Announcement has been made that the C. C. Taft Company, Des Moines, Iowa, has purchased the cigar stand in the Hotel Lacey, Oskaloosa, that State, from the Perigore & Moore Company, of Council Bluffs.

J. Henry Fisher Succeeded by Sons

J. Henry Fisher, for many years engaged in the cigar box business at 14 and 16 West Barre Street, Baltimore, Md., announces that on and after January 1, 1915, the business will pass into the hands of his two sons, John H. Fisher, Jr., and Charles Fisher.

The name of the new firm will be J. Henry Fisher's Sons, and as both the members of the firm have been identified with the business for the past twenty years, there are no radical changes contemplated.

San Francisco

Holiday Season Just Closed Proved Better Than Was Expected—1915 Expected to be One of Biggest Years in History of the Trade—Several Important Changes —Reiss Brothers & Company Open Local Headquarters

San Francisco, January 6.

THE San Francisco cigar dealers have closed a holiday season which, like the year of which it was a part, was not so large and busy as some of its predecessors, but which, nevertheless, was not so bad as a good many of the dealers had expected it would be. Just as the last part of 1914 showed up better than the earlier parts, so the last days of the holiday season brought in a better trade than the earlier weeks and served as an introduction to what is confidently expected to be one of the big years in the history of the San Francisco trade.

When it comes to looking forward, the dealers are inclined to think that they have good ground for encouragement. The abundant rains, the easier feeling in money, better collections, improvement in general business conditions, the better adjustment to the war conditions, and above all, the coming opening of the Panama-Pacific Exposition, seem to give every assurance of one of the busiest years ever known in the San Francisco Cigar trade. It is yet a little too early to offer any direct evidence on the 1915 wholesale situation, as the salesmen for the Coast jobbing houses have only just started on their first trips; but the retail trade is good and has been good right through from the close of the holidays to the present time.

The change of the year was marked by a number of changes in the local trade, several of these being of considerable importance to the jobbing interests and the remainder pertaining only to the personnel of some of the big houses.

Edward Wolf, president and founder of the Edward Wolf Company, Front and California Streets wholesalers, has bought out the interests of the other stockholders and is now sole owner of the business. For the time being the business will be continued as a corporation; but eventually it will be disincorporated. Mr. Wolf is now awaiting the arrival in San Francisco of W. A. Yochem, factory representative of the Banner Cigar Manufacturing Company. Mr. Yochem was in San Francisco some weeks ago and concluded arrangements for the Edward Wolf Company to take over the wholesaling of the "Royal Banner" and "E. B." (Earth's Best), lines of the Banner Cigar Manufacturing Company. His return at this time is to be a signal for a special advertising campaign on both lines. An attractive lot of advertising posters and window display cards have already been received, and the samples of the new goods are on the way and are expected to be on hand and opened up before the arrival of Mr. Yochem.

Glaser Brothers, Montgomery Street wholesalers of cigars and tobaccos, have begun the new year right by securing the services of W. I. Pixley, one of the best salesmen of manufactured tobaccos on the Pacific Coast. Mr. Pixley is the man who made the Dill tobaccos famous on the Coast. He began work with Glaser Brothers on January 2nd.

Reiss Brothers & Company, the big pipe men, have opened Pacific Coast headquarters in San Francisco. They have secured fine wholesale display and salesrooms at 83 New Montgomery Street, where the work of fitting up is now nearing completion. Manager E. E. Whiting is getting in and placing his stock and is getting his office and selling force organized.

Charles Fisher, a well-known tobacco salesman of this city, has accepted a position as inside man for Reiss Brothers & Company, at the new wholesale pipe store at 83 Montgomery Street.

Emil Judell, the San Francisco jobber, who has been in the East for some weeks, has now returned to San Francisco with very encouraging reports from the Atlantic Coast. Mr. Judell spent most of his time with the Tampa factory of Y. Pendas & Alveras selecting "Websters" for the spring trade and for the "Webster" display at the H. L. Judell & Company Smoke House on the Exposition Grounds. While in Tampa, Mr. Judell arranged with George McFarlane, secretary of the Tampa-Havana Cigar Manufacturers' Association, to get the Tampa manufacturers together to consider the putting in of displays at the Panama-Pacific Exposition in San Francisco. It is realized that the time is now getting very short; but some of the Tampa manufacturers were interested in the matter and are preparing to secure space for displays. Edward W. Duffy, one of the best salesmen on the M. A. Gunst & Company force, who was formerly located in this city, but who has for the past year been at the Portland, Ore., branch of the company, has now been transferred to New York, where he will be with the Eastern end of the Gunst Company.

A. Glaser, of Glaser Brothers, presided at the New Year's banquet of that company's force. Everybody was there, twenty-four in number; and Mr. Glaser made it a point of honor that everybody should have a good time, except for a minute or two when some of the more bashful salesmen had uncomfortable times making the required speeches. An all-around good time is reported.

Bruce Spencer, of Eureka, Cal., Humboldt County representative for the Tobacco Company of California, spent last week in San Francisco visiting at headquarters. He reports a good outlook for a live business in the Humboldt country.

H. H. Manley, Pacific Coast representative of the American Cigar Company, who has been in New York since January 1st, is due to return to San Francisco about January 15th. He will remain here only a few days before starting for his Southern territory. All the Coast salesmen of the American Cigar Company left this week for their various fields.

Artcach & Munez have bought out the retail cigar business of L. H. Chapman in this city.

The Petri-Italian-American Cigar Company is arranging to put in an exhibit at the Panama-Pacific Exposition. A contract for the erection of a pavilion in the Food Products Building was let a few days ago.

Fred Prime, said to be a cigar dealer formerly in business in Cleveland, O., but who has recently been living in Los Angeles, Cal., was found dead in his garage in that city, having apparently committed suicide by hanging himself to a rafter.

B. F. Walderon has bought out the cigar business of J. W. Loupe in this city.

The La Poppea Cigar Company has opened a cigar factory at Los Angeles. Advices from that place state that upwards of thirty men are employed.

Dave Byrnes, one of the most popular of the wholesale men of the M. A. Gunst & Company San Francisco force, has been assigned to a position with the company's Honolulu store.

Allen.

James E. & Leo B. Murphy, Portland, Ore., have taken over the cigar stand of the Hotel Seward, that city, from Tara & Harris, and will, in addition to making alterations to the same, install various new lines.

DETROIT COMMON COUNCIL PASSES NEW CIGARETTE ORDINANCE

Dealers Must Obtain License and Execute Bond Approved by Mayor

On January 5th the Detroit, Mich., Common Council passed a very drastic ordinance governing the sale of cigarettes to minors, which went into immediate effect. It follows:

"Section 1. It shall be unlawful for any person, firm or corporation to sell, furnish or give away, directly or indirectly, cigarettes or the component parts thereof without first obtaining a license from the Mayor. The Mayor is hereby authorized to issue licenses to any person, firm or corporation desiring to sell cigarettes upon application setting forth the full name and place or places of business in which it is proposed to carry on the sale of cigarettes or the component parts thereof, and if the Mayor be satisfied that such applicant is of good character and reputation and suitable to be entrusted with the sale of cigarettes or the component parts thereof he may issue such license upon the payment to the City Treasurer of a license fee of one dollar, and upon such applicant executing a bond to the City of Detroit with sureties to be approved by the Mayor in the sum of one hundred dollars, conditioned that such licensee shall faithfully observe and obey the provisions of the charter and ordinances now in force or which may hereafter be passed.

"Sec. 2. It shall be unlawful for any person, firm or corporation to sell, furnish, procure for or give away, directly or indirectly, to any minor under the age of eighteen years any cigarettes, cigarette wrapper, or any substitute for either, or persuade, counsel or advise any minor to smoke cigarettes. Any violation of any of the provisions of this section shall for the first offense upon conviction be punishable by a fine not to exceed twenty-five dollars or imprisonment in the Detroit House of Correction for a period not to exceed thirty days, and for a second or subsequent offense such person, firm or corporation shall upon conviction be fined not less than one hundred dollars or be imprisoned in the Detroit House of Correction not to exceed sixty days and shall have such license revoked and shall not at any time in the future be permitted to engage in the sale of cigarettes or the component parts thereof.

"Sec. 3. It shall be unlawful for any minor under the age of eighteen years to have in his possession any cigarettes, papers, wrappers or tobacco from which cigarettes might be made, and any minor so found having in his possession cigarettes, papers, wrappers or tobaccos from which cigarettes might be made shall be deemed guilty of a violation of this ordinance and upon conviction shall be punished by a fine of not less than five dollars or be sentenced to the County Jail for a period not to exceed ten days.

"Sec. 4. It is hereby deemed a misdemeanor punishable by a fine of not less than five dollars or imprisonment in the Detroit House of Correction for not more than thirty days for any minor under the age of eighteen years to misrepresent his age and by such misrepresentation procure from a licensed dealer under this ordinance any cigarettes or the papers or wrapping and tobacco for the purpose of making cigarettes. It shall be unlawful for any person under the age of eighteen years by himself or through any other person, or by any means directly or indirectly, to buy, receive, or accept for his own use or for the use of any other minor, or to keep or have in his possession, or to use any cigarettes, cigarette papers or wrappings and tobacco from which cigarettes might be made.

"Sec. 5. Every person, firm or corporation licensed to sell cigarettes under this ordinance shall procure from the City Clerk a copy of the same and post it in a conspicuous place in his or their place of business.

"Sec. 6. The provisions of this ordinance shall not prevent the hiring by any licensed dealer hereunder of a minor for delivery purposes."

Triangle Cigar Company Incorporates

The Triangle Cigar Company, which has been operating for the past two years in Hillman, Mich., has been incorporated for the purpose of increasing their output and thus meet the increased demand.

The new company consists of James W. Farrier, president; Nelson G. Farrier, secretary, and B. E. Farrier, manager. James W. Farrier is cashier of the Montmorency County Savings Bank, and Nelson G. Farrier is County Treasurer.

The two brands which will receive the most thought and attention during the coming year are the "J. N. B." and "Sportsman" brands.

L. Halverson to Open Cigar Factory

A new cigar factory has been opened at 538 Second Street, Havre, Mont., by L. Halverson. For a number of years Mr. Halverson was associated with Mr. Hall, of that city, in the making of cigars, and the experience thus obtained will prove of great value in furnishing the smokers of Havre with cigars that make the strongest appeal to their varied tastes.

The first product of the new factory will be a domestic cigar known as the "Major Reno," and a cigar made of imported tobacco known as "Rexora."

Otto Jacobs, a well-known cigar man of Beaver Dam, Wis., will shortly open a new cigar factory in Theresa, Wis.

Meet me at the Tuller

For Value, Service, Home Comfort

New **HOTEL TULLER**

Detroit, Michigan

Center of business on Grand Circus Park. Take Woodward car, get off at Adams Avenue

ABSOLUTELY FIREPROOF

200 Rooms, Private Bath, $1.50 Single, $2.50 Up Double
200 " " " 2.00 " 3.00 " "
100 " " " 2.50 " 4.00 " "
100 " " " 3.00 to 5.00 " 4.50 " "

Total 600 Outside Rooms

ALL ABSOLUTELY QUIET

Two Floors—Agents' Sample Rooms

New Unique Cafes and Cabaret Exellente

½ Actual Size

Trade Jottings

Douglas Wilson has relinquished the management of the White Way pool hall and cigar stand, Arkansas City, Kan. It is not stated whether the owner, Mr. Pack, will undertake, personally, the running of the stand.

L. E. Rowe and his son, W. T. Rowe, recently opened "The Triangle" at Texarkana, Ark., in the northern point of the Foreman Building, on State Line Avenue. The new firm will deal in cigars, tobacco and periodicals.

R. E. Keltner has opened an attractive cigar store with billiard parlor attached, at 216 North Main Street, Mansfield, O. Mr. Keltner was formerly connected with the Saratoga cigar store for a period of six years.

L. Marks, a sub-jobber of Seattle, Wash., formerly of Prefontaine Place, is now located at 316 James Street, where he occupies more extensive quarters.

Alvin Huff has purchased the cigar store formerly owned by Henry Klusmeyer at 1129 Northampton Street, Easton, Pa.

The steamer "Seattle Maru" which left Tacoma, Wash., last week for the Orient contained in addition to its other merchandise a shipment of six million cigarettes.

The American Foil Company has appointed C. E. Case its Chicago and Milwaukee representative. The Chicago headquarters of Mr. Case will be 4429 Berkeley Avenue.

Antone Van Schyndle, a cigar manufacturer of Green Bay, Wis., has removed his cigar factory from 222 Pine Street, that city, to 219 Cherry Street.

Now and Forever
Reynaldo
MILD HAVANA CIGAR

"Made So Well This Generation, It Will Remain the Next Generation's Favorite"

Are You Handling the New Reynaldo Packages?

The Reynaldo Pocket Pack and Reynaldo Vest Pack give improved packaging for a cigar that can't possibly be improved—the Reynaldo Mild Havana Cigar. Reynaldo Pocket Pack contains 5 Libretto size Reynaldos at 50 cents. Reynaldo Vest Pack holds 3 Tri-size Reynaldos at 25 cents.

A big thing for the smoker—a bigger thing for the dealer. Where you sold one or two cigars before you'll sell three to five now.

Here's a real chance to get more business from *regular* customers and win new ones. Get a supply of the new packages.

Luckett, Luchs & Lipscomb, Bulletin Building, Philadelphia, Pa.

½ Actual Size

Vest Pack 3 for 25c Reynaldos

Leaf Tobacco Notes

PENNSYLVANIA

Lancaster, Pa.

There have been a few sales of tobacco during the past fortnight at an average price of ten cents for wrappers and three cents for binders, but the majority of these sales have been to interests outside the city. Very few of the local dealers have made purchases of any note.

The reports which were given at the meeting of the Lancaster County Tobacco Growers' Association indicated the quality of the crops to be above the average, and this had led the growers to believe that when the real buying does begin, good prices will be in force.

The Farm Bureau, the Lancaster Board of Trade, the Seed Leaf Tobacco Growers' Company, the Leaf Tobacco Board of Trade and the Fair Association have joined with the Lancaster County Tobacco Growers' Association for the purpose of holding a monster tobacco, corn and fruit exhibition, to be held February 9th and 10th in the Heimenz Building, corner Prince and Orange Streets, Lancaster.

The committee having the display in charge are making every effort to provide attractions that will prove worthy the patronage of all interested in either or all of these products.

Floyd S. Bucher, of the "Farm Journal," has been elected secretary, and all communications should be addressed to him at Lancaster, Pa.

CONNECTICUT

Suffield, Conn.

From present indications it looks as if the tobacco growers of this State would break about even on their tobacco crop, for since the first of the year sales have increased considerably. The prices obtained were not as high as they would have been had the European market not been closed, but the quality of the tobacco is sufficient to warrant a fair price.

A number of buyers from New York have visited this section and bought good quantities of broadleaf, and the farmers are bringing their crops to the warehouses for handling and shipping.

Among the firms that employ the largest number of hands are the Ewald-Wever Tobacco Warehouse, who number more than 1000 hands on their payroll, with Karl Kulle and Edward Fuller running a close second.

KENTUCKY

Louisville, Ky.

At the sales held at the leaf markets of Lexington, Maysville, Cynthiana and Owensboro, fair prices prevailed, and at least average quantities were disposed of.

A report received from Hopkinsville that the growers and farmers had agreed to hold their crops until better prices prevailed, and if commerce is renewed with European nations, experts declare that the highest prices ever known will be obtained for the best grades now in the warehouses.

George Cooper, formerly in charge of the Black Horse Tobacco Company agency at Monterey, Texas, has been transferred to the new agency at Laredo, Texas. This company has leased wareroom quarters in the latter city, and machinery for the stemming, re-baling and preparing of tobacco has been installed. It is the intention of the company to make the new plant at Laredo the distributing point for shipment into Northern Mexico.

Leaf Tobacco Trade at Christiania, Norway

Leaf tobacco imports at Christiania, Norway, last year, according to Consul-General Michael J. Hendrick, writing from that place, amounted to:

"3,158,488 pounds, of which the United States supplied 1,830,864 pounds, Germany 972,719, the Netherlands 236,397, the United Kingdom 115,826, and France 2682. There are no jobbers in leaf tobacco in Norway. The largest manufacturers here send their Norwegian representatives either to the plantations or to the centres where tobacco is sold to obtain supplies for their respective factories. However, the bulk of the trade is conducted through local import agents, who call regularly on purchasers throughout Norway. Such agents sell only to responsible firms, they being in position to know the financial standing of their customers at all times. It would seem that American growers could best build up a trade with this market by appointing an agent in Christiania to represent them here. An attempt to establish a trade with local manufacturers by direct correspondence would probably meet with little success."

Thomas Hodge Tells Thrilling Experience

From Henderson, Ky., comes the story of a recent thrilling experience of Thomas Hodge, senior member of the Hodge Tobacco Company, that city. Mr. Hodge was returning to New York from London, and when about seventy miles off the coast of Ireland, the steamer on which he was a passenger struck a mine. The mine exploded, and though it injured the ship only slightly, the passengers became panic-stricken. Many of them were thrown from their berths and confusion ensued. A large hole had been made in the side of the vessel, which, fortunately, was possible of repair by the ship carpenters. This was soon done, and the officers after a short time succeeded in restoring order. Mr. Hodge, who had been in England, Scotland and Ireland in the interests of the Hodge Tobacco Company, said that it was thought German war vessels had put stationary and floating mines in all waters around Ireland, Scotland and England, and that sea travel is not regarded safe, although English scout ships are daily patroling all coasts and destroying all mines that are located.

Premises at 23 South Fourth Street, St. Louis, Mo., have been leased by the Fred Opp Leaf Tobacco Company, who will make alterations to the building for the purpose of joining it to their present quarters at 25 South Fourth Street. This will list their future address as 23 and 25 South Fourth Street.

Word has been received from St. Louis, Mo., from A. C. Friedman, vice-president of A. J. Rothschild & Company, New York leaf tobacco importers, and who is in charge of the company's Western office in St. Louis, that arrangements are now being made for the transfer of this office to Detroit, Mich.

The George Phelps Tobacco Warehouse in Boston Neck Street, Suffield, Conn., has been leased by James N. Root. Mr. Root is now occupying the building and will pack for the P. Lorillard Tobacco Company.

A sale of tobacco was held at Dearborn, Mo., recently, and the total number of pounds sold reached a total of 30,855 pounds. The highest price paid was $13.75 and the low figure was $1. W. A. Lamor received the quoted price of $13.75.

A tobacco barn owned jointly by I. H. Filkins and William Galligan, near Windsor, Conn., burned recently and entailed a loss of about $10,000

THE TOBACCO WORLD REGISTRATION BUREAU

The Tobacco World, established in 1881, has maintained a Bureau for the purpose of Registering and Publishing claims of the adoption of Trade-Marks and Brands for Cigars, Cigarettes, Smoking and Chewing Tobacco, and Snuff. All Trade-Marks to be registered and published should be addressed to The Tobacco World Corporation, 236 Chestnut Street, Philadelphia.

One Dollar for each title must accompany all applications. In case title or titles cannot be registered owing to prior registration, same will be returned immediately, less our usual charge for searching and return postage, or it will be credited if desired.

☞ Positively no responsibility assumed for errors, duplications or any controversies which might arise. We will not under any circumstances act in a legal capacity in cases concerning disputed titles. We maintain a bureau of records only.

REGISTRATIONS

THREE POSSUMS:—30,599. For cigars. December 29, 1914. Merchants Cigar Box Co., Dallastown, Pa.

MOUSE GRAY:—30,600. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. December 29, 1914. H. Anton Bock & Co., New York, N. Y.

LITTLE COLLEEN:—30,601. For cigars. December 30, 1914. Jos. Oppenheimer, East St. Louis, Ill.

JOHN MUIR:—30,602. For cigars. December 30, 1914. Cole Litho. Co., Chicago, Ill.

ELBOW STOGIES:—30,603. For stogies. December 31, 1914. W. J. Neff & Co., Red Lion, Pa.

THE PEOPLE'S BANK:—30,604. For cigars. January 4, 1915. N. D. Bank, Philadelphia, Pa.

GAFFER:—30,605. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. January 5, 1915. Wm. Steiner, Sons & Co., New York, N. Y.

GENERAL BERNHARDI:—30,606. For cigars, cigarettes and tobacco. January 5, 1915. The Mochle Litho. Co., Brooklyn, N. Y.

THALETAS:—30,607. For cigars, cigarettes and tobacco. January 5, 1915. George Tzibides, Boston, Mass.

PHTHIA:—30,608. For cigars, cigarettes and tobacco. January 5, 1915. George Tzibides, Boston, Mass.

PETROVNA:—30,609. For cigars, cigarettes and tobacco. January 5, 1915. George Tzibides, Boston, Mass.

3-0-4:—30,610. For cigars, cigarettes, cheroots, chewing and smoking tobacco. January 6, 1915. Heineman Bros., Baltimore, Md.

GRECO-AMERICAN:—30,611. For cigarettes. January 6, 1915. John Papageorge, Philadelphia, Pa.

THIMBLE CLUB:—30,612. For cigars. January 6, 1915. J. M. Shorb, McSherrystown, Pa.

BUY IN CANTON SPECIAL:—30,613. For cigars. January 6, 1915. Sam'l Feiman, Canton, O.

CUBEROS:—30,614. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. January 8, 1915. Pasbach-Voice Litho. Co., New York, N. Y.

POLITANO:—30,615. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. January 8, 1915. Pasbach-Voice Litho. Co., New York, N. Y.

EAST TROY PARK:—30,616. For cigars. January 8, 1915. H. Rinderer, East Troy, Wis.

OKUSA:—30,617. For cigars, cigarettes and tobacco. January 8, 1915. The Mochle Litho. Co., Brooklyn, N. Y.

RETINA:—30,618. For cigars. January 9, 1915. Central Cigar Box Co., St. Louis, Mo.

PALMERETTES:—30,619. For cigars. January 9, 1915. H. L. Stow, Chicago, Ill.

CO-OPERATOR:—30,620. For Cigars, January 11, 1915. The Weber Co-Operative Co., Weaver, N. D.

LAKE REGION:—30,621. For cigars. January 11, 1915. The Weber Co-Operative Co., Weaver, N. D.

CORRECTION

MANILA BOYS:—30,584. For cigars. December 16, 1914. Published in the January 1st issue. Incorrectly spelled "Manilla Boys".

TRANSFERS

GOOSE-BONE:—19,558. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Transferred January 8, 1915, to Clarence B. Kutz, Reading, Pa., by C. C. Roland Cigar Co., Reading, Pa.

GRAND BUFFALO:—15,678. For cigars and stogies. Transferred January 8, 1915, to D. V. Orrison, Bethesda, O., by Bethesda Cigar Co., Bethesda, O.

ERIE BAY:—15,831. For cigars and stogies. Transferred January 8, 1915, to D. V. Orrison, Bethesda, O., by Bethesda Cigar Co., Bethesda, O.

DAY & DAY:—23,983. For cigars, cheroots and stogies. Transferred January 8, 1915, to D. V. Orrison, Bethesda, O., by Bethesda Cigar Co., Bethesda, O.

2 K'S SPANISH:—23,984. For cigars, cheroots and stogies. Transferred January 8, 1915, to D. V. Orrison, Bethesda, O., by Bethesda Cigar Co., Bethesda, O.

BILL'S CHOICE:—23,987. For cigars, cheroots and stogies. Transferred January 8, 1915, to D. V. Orrison, Bethesda, O., by Bethesda, Cigar Co., Bethesda, O.

STOGA-DILLAS:—24,140. For cigars, cheroots and stogies. Transferred January 8, 1915, to D. V. Orrison, Bethesda, O., by Bethesda Cigar Co., Bethesda, O.

The Public Is Hereby Notified that Garrett H. Smith, 535 East 79th Street, New York City, this Twenty-eighth Day of December, Nineteen Hundred and Fourteen, lays claim to the title "Mi Dia" as a brand for Cigars, Cigarettes and Cheroots. Any person or firm considering this title as infringing, please communicate at once.

Profits of Diamond Match Company

According to President Edward R. Stettinius, the business of the Diamond Match Company, for the year 1914, will probably show profits of from $1,450,000 to $1,500,000, as against $1,775,815 in the preceding year. In speaking of the matter Mr. Stettinius stated:

"This is considered satisfactory by the management in view of the conditions that have obtained during the past year. The company's business was seriously affected by the war; the cost of many of the ingredients used in the production of matches advanced sharply and trade conditions generally were adverse. While the consumption of matches has not, of course, been affected, both the wholesale as well as retail, trade have been reluctant to buy except from hand to mouth. As a result the company's sales will probably show a falling off as compared with the preceding year.

"This estimate of the company's earnings for 1914 means that Diamond Match will probably show a balance of a little over 9 per cent. on the $16,090,600 stock, as compared with 11 per cent. in 1913."

While so much prohibition is in the air, one of our contemporaries remarks that the next thing we shall hear of will be the anti-tobacco leagues demanding the prohibition of the weed.

"P. & H." Cigar Store Acquired by Etter & Mason

Arrangements having been completed whereby Ed. Etter and J. B. Mason, both of Oklahoma City, Okla., become the owners of the P. & H. Cigar Store, Muskogee, Okla., the new proprietors plan to carry on not only their retail business, but will conduct a wholesale and jobbing tobacco business as well. Both gentlemen are not strangers to the store which they have acquired, Mr. Etter at the time of its opening having been manager and part owner. He continued in this capacity until Mr. Mason joined him in partnership. Mr. Mason has been identified with the P. & H. cigar stores of Oklahoma City, and has removed to Muskogee. The change in owners also severs it from connection with the P. & H. Chain.

R. F. Donovan's New Connection

R. F. Donovan announces to the trade that he now represents the Benito Rovira Company, 315-321 East Sixty-second Street, New York City, manufacturers of Havana cigars, in their Southern territory. Mr. Donovan was formerly identified with A. Santaella y Ca.

BUSINESS OPPORTUNITIES

For Sale, Wanted and Special Notices

RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

Special Notices.

"OLD DRURY" IS A SELF SELLING CIGARETTE
Willie Collier says, "Every puff a plug." Cork or plain. Write for territory. Old Drury Cigarette Co., 143 West Fortieth Street, New York City.

MONROE ADLER,
CIGAR BROKER,
136 N. La Salle St., Chicago, Ill. 6-17-he

LANCASTER STOGIE COMPANY,
MANUFACTURERS OF HIGH GRADE STOGIES,
120 Water St., Lancaster, Pa.

HIGHEST GRADE OF WHEELING STOGIES—That will please the most exacting smoker, are made by C. A. Kase, Seventh and Main Streets, Wheeling, W. Va.; Factory 33; Established 1895.

Wanted.

CASH PAID FOR CUTTINGS, SCRAPS & siftings.
Write to H. Adler & M. Meyerson, 332 E. 48th, New York

IMPORTANT NOTICE TO CIGARETTE MANUFACTURERS—We manufacture cigarettes for the trade; we also supply tobacco boxes and labels 25 per cent. cheaper than elsewhere. Brands registered. Write for particulars. Live distributors wanted. The Soter Company, 235 Canal Street, New York City.

Wanted.

WANTED—Unlimited quantities of "Seed Cuttings" and "Siftings." Get our new quotations for cash. Interstate Tobacco Company, 428 East 106th Street, New York City.

WANTED—HAVANA AND SUMATRA TOBACCO STEMS, 100-lb. bales. Give lowest price, and amount you can deliver monthly. Address Box 666, Tobacco World.

WANTED—Cigarmaker who is musician. Clarinetist preferred. Write C. W. Turner, Unionville, Mo.

For Sale.

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 E. 78th St, New York. 9-1-tf

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1, or money refunded. Fifty cents per pound. Edwin Alexander & Co., 178 Water Street, New York.

FOR SALE—Bright granulated smoking tobacco, unflavored; ready to blend and bag; made of best old Virginia golden leaf tobacco; mild, colory and mellow. Prices from four to eight cents per pound, in quantity to suit. Send for samples. W. W. Morton, P. O. Box 145, Richmond, Va.

Penn Tobacco Company Holds Banquet

The Penn Tobacco Company, Wilkes-Barre, Pa., recently tendered to its selling and office force the annual banquet. It was held at the Hotel Redington. The occasion was presided over by the president of the company, Henry Wiegand. One of the features of the gathering was the outlining of the coming year's campaign. Those present were Henry Wiegand, president; Harry G. Marcy, Bruce R. Peters, John T. Williams, William B. Benning, J. Will Gingell, Martin C. Frey, M. L. Hufford, Charles C. Furcron, Frederick C. Kirkendall, Vice-president John H. Uhl, Treasurer J. C. Bell, W. B. Schaeffer, of Wilkes-Barre, F. D. Harrower, D. L. Probst, J. J. Renckly, Pittsburgh; H. A. Smith, Youngstown, O.; F. J. Byrne, Troy, N. Y.; George K. Drury, John A. McGuffie, Pittston; W. W. Cease, Philipsburg; J. E. Kisner, Freeland; F. A. LaFrance, Johnstown; Thomas H. Wardle, Pottsville, and J. Kessler, Buffalo, N. Y.

Now! It's the Centenarian Smokers

One of the leading manufacturers of smoking tobacco in the United States is endeavoring to obtain for advertising purposes, the names and photographs of men one hundred years old or more, who are smokers. In the letters written to the various newspapers from which they are asking assistance in their quest, the company states that "the photographs, we assure you, will not be used in an offensive way." We do not doubt but that there are a number of centenarian smokers, if only they can be located.

The report of the Imperial Tobacco Company of Canada for the year ending September 30, 1914, shows net profits of $2,580,034, with dividends of $2,101,950. The sum of $203,000 was deducted for general reserve and the surplus of $275,084 remained.

"One Cigar—Three Cigarettes"

The following from the Paris "Figaro" is of timely interest:

"In the military hospitals in Germany as in France they distribute cigars and cigarettes to the wounded. Germans and French often find themselves together in the same room. The Frenchman prefers the cigarette; the German the cigar. They like to exchange. But upon what basis? And how to make each other understood? They do some curious contórtions with the fingers.

"'One cigar,' explains the Frenchman, 'is worth five cigarettes.'

"The German replies with his fingers:

"'Two cigarettes for your cigar.'

"It finally ends in this agreement. The German will give the Frenchman three cigarettes for one cigar, and this is tariff which is now established: one cigar—three cigarettes."

F. C. Linde, Hamilton & Company, Acquire Additional Warehouse

F. C. Linde, Hamilton & Company, New York City, have acquired another large warehouse. It is a five-story building located at the corner of Greenwich and Clarkson Streets, Greenwich Village. The new acquisition covers a plat 77 by 110 feet. A ten-years' contract for the use of the property has been signed by the company, it being stated that the approximate rental will be $25,000 annually.

The Alton Cigarmakers' Union, of Alton, Mo., elected the following officers: John Geary, president; John Corrigan, vice-president; Arthur Putze, secretary and treasurer. The following members were elected members of the executive committee: John Corrigan, Oscar Dick, R. Roach and Arthur Putze.

NEWMANN & GACH - Fancy Connecticut Wrappers and Havana our Specialty - Chicago

The Comradeship of "Bull" Durham

There is something about ripe, mellow "Bull" Durham Tobacco that appeals to clean-cut manhood the world over.

Wherever in the world two "Bull" Durham smokers meet—in a hotel lobby or club in Europe or America; at cross-trails in the Klondike; in some far-off seaport on the Pacific—each recognizes in the other a *man* to his own liking, a *comrade* in the world-wide brotherhood of "the Makings." A sack of "Bull" is a letter of introduction that will win friends in every part of the globe.

GENUINE

"BULL" DURHAM

SMOKING TOBACCO

(Enough for forty hand-made cigarettes in each 5-cent sack)

Millions of experienced smokers find the cigarettes they roll for themselves from pure, ripe "Bull" Durham tobacco *better suited to their taste* and more satisfactory than any they buy ready-made. The rich, fresh fragrance and smooth, mellow flavor of "Bull" Durham hand-made cigarettes afford healthful enjoyment and lasting satisfaction. Get "the Makings" today and learn to "roll your own."

Ask for FREE book of "papers" with each 5c sack

FREE An illustrated booklet showing how to "Roll Your Own," and a book of cigarette papers, will both be mailed, *free*, to any address in U. S. on postal request. Address "Bull" Durham, Durham, N. C.

THE AMERICAN TOBACCO COMPANY

JOHN F. HEILAND & CO.
Lancaster County Fancy B's
LANCASTER, PENNA.

J. K. LEAMAN
Packer of and Dealer in **Leaf Tobacco**
Office and Salesroom
110-112 W. Walnut St., LANCASTER, PA.
Warehouse: Bird-in-Hand, Lancaster Co., Pa.

E. L. NISSLY & SONS
GROWERS AND PACKERS OF
CHOICE CIGAR LEAF TOBACCO
Packing Houses: Lancaster, Florin. Main Office: Florin, Pa.
Critical Buyers always find it a pleasure to look over our samples
Samples cheerfully submitted upon request.

B. F. GOOD & CO.
PACKERS AND DEALERS IN *Leaf Tobacco*
NOS. 49-51 WEST JAMES STREET
LANCASTER, PENNA.

MILTON H. RANCK
Packer and Dealer in
Domestic Leaf Tobacco
Office: Cor. Duke and Chestnut Streets
LANCASTER, PENNA.
Packing Houses: Strasburg and Lancaster

Jacob Bowman & Bro.
Dealers in and Packers of
LEAF TOBACCO
Penna. and Ohio Tobaccos a Specialty
226-230 East Grant Street, Lancaster, Penna.

John F. Nissly & Co.
Packers and Dealers in
LEAF TOBACCO
And Importers of HAVANA
No. 143 Market Street, Lancaster, Pa.

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

J. U. FEHR & SON
Packers of Fine Cigar Leaf
Fancy, Lancaster County B's and Tops a Specialty
135-141 Maple Street, Reading, Penna.

Established 1890 Correspondence Solicited
KEYSTONE VARIETY WORKS
HANOVER, PENNA.
Cigar Ribbons, Silk Imitation and Muslinola Ribbon
Printed or Stamped in Gold or Silver
Labels. Stock Cards. Give Us a Trial. We Want Your Opinion

ESTABLISHED 1877 NEW FACTORY 1904
H. W. HEFFENER & SON
Steam Cigar Box Manufacturers
AND MAKERS OF
Patented Wire Bound Shipping Cases
HOWARD & BOUNDARY AVE. YORK, PA.

For Genuine Sawed CIGAR BOXES, Go to Established 1860
Keystone Cigar Box Co., Sellersville, Pa.
Our Capacity for Manufacturing Cigar Boxes is Always Room for One More Good Customer
MONROE D. SELLERS, SELLERSVILLE, PA.

J. F. Reichard
PACKER AND WHOLESALE DEALER IN
Cigar Leaf Tobacco

We offer a full line Pennsylvania, Wisconsin, Connecticut and Ohio, and Sumatra, Havana and Florida TOBACCOS

Domestic tobacco direct from the grower to you. We have the goods and facilities. Let us submit you samples and prices.

Main Office: YORK, PA.

F. ROCHA & CO. Cable: "DONALLES"

Havana Leaf Tobacco

Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba

SAN MIGUEL 100 HABANA, CUBA

M. A. SUAREZ & CO.
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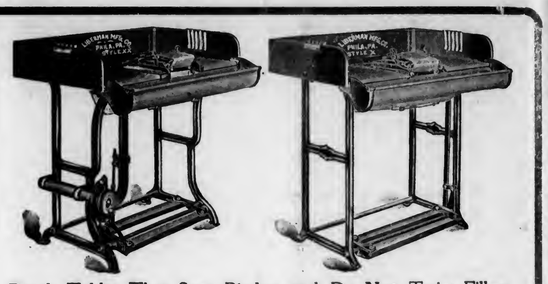

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FEBRUARY 1st 1915

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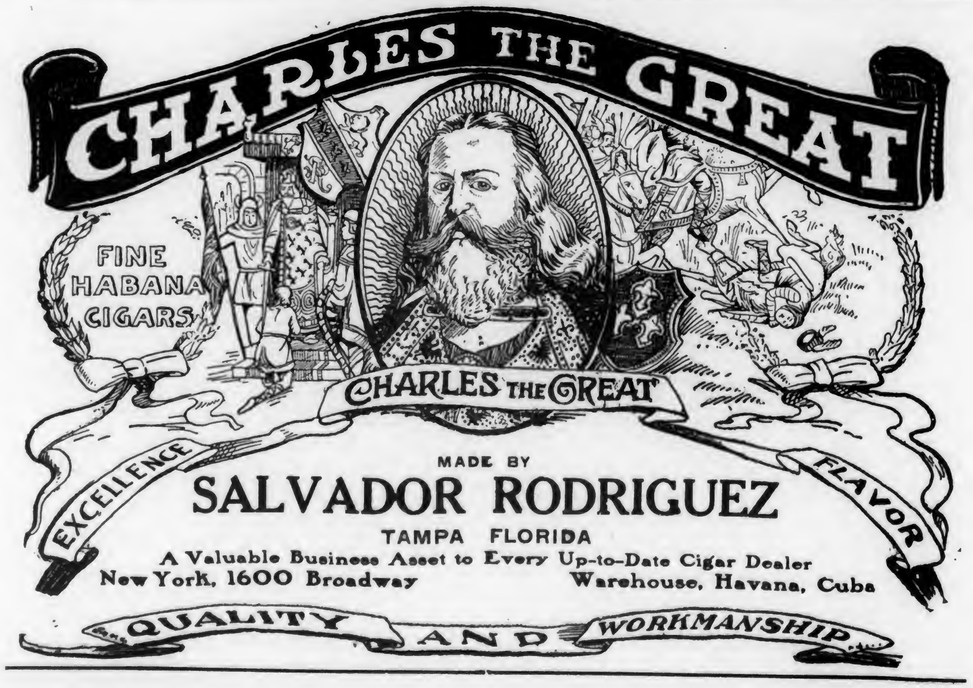

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Central Union

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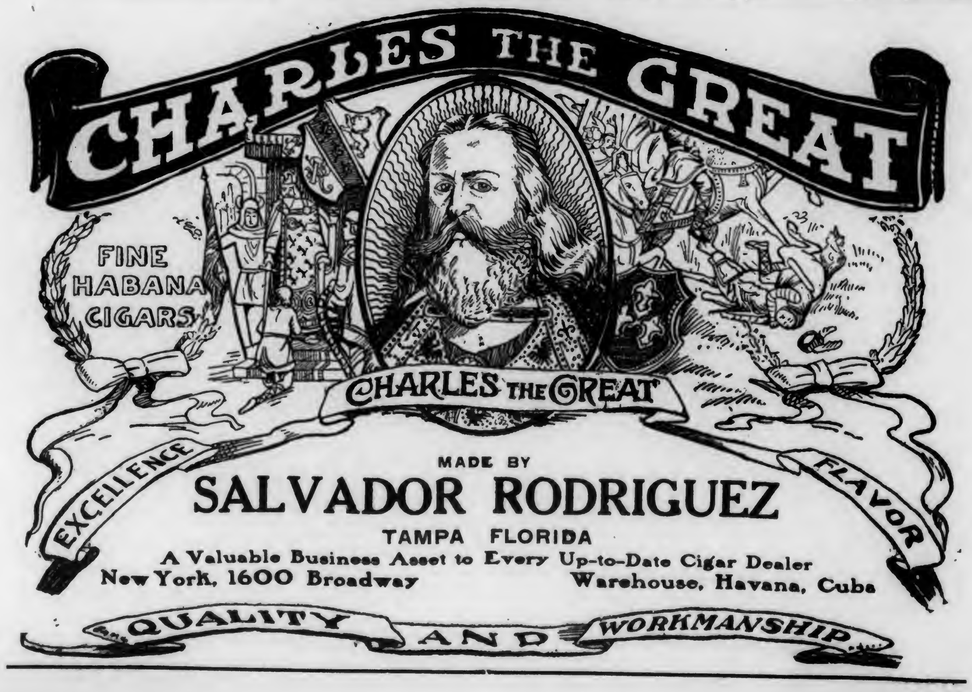
OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue



Everything That's Lithographed

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Cor. 11th Ave. and 25th Street
NEW YORK CITY

The above concern has absorbed the corporation Kaufman, Pasbach & Voice and with its double facilities, are prepared to give the trade the benefit of the same.

Write us for specimens our recent cigar label and band work which are considered equal to imported.

TWO NEW SIZES

SINTOMA

10c CIGAR

Blunt and Club, in the popular 10-top $\frac{1}{20}$-packing. Same real Portuondo quality at the right price. . . . . .

Juan F. Portuondo

Cigar Mfg. Co., Philadelphia

Behrens & Co.

Havana, Cuba
Consulado 91-93

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always a little better than Havana's Best

New York Office
80 Maiden Lane

The Original and Genuine

Central Union

Smoking Tobacco in a New Cut

Packed in a Pocket-proof Package

1½ ounces—5 cents

United States Tobacco Co.
RICHMOND, VA.

For Gentlemen of Good Taste

San Felice
CIGARS

The Deisel-Wemmer Company
LIMA, O.

INTENTIONAL SECOND EXPOSURE

EISENLOHR'S
Cinco
CIGARS
PHILADELPHIA

Quality Paramount

CELEBRATED

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H. UPMANN
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Strictly Independent Manufacturers

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Sole Agent for United States and Canada

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REYES DE ESPAÑA

Clear Havana Cigars

Lopez Hermanos

Makers

New York Office: 250 Fourth Ave.

Factory: Tampa, Fla.

Ring the Dinner Bell!

'Cause the cash drawer's going to get a square meal—
And it's coming from tobacco that gives a square deal.
That Big Ten Cent Tin makes a big ten cent din!
Keep your ear close to the sound!

"The Big Ten Cent Tin"

For Pipe or Cigarette

Also in Glass Tumblers, 10c; Glass Fruit Jars, 25c and 50c

UNION LEADER

Redi-Cut

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Chewing Snuff

We guarantee Copenhagen Snuff is now and always has been absolutely pure.

It is made of the best, old, rich leaf tobacco. The Snuff Process retains the good of the tobacco and expels the bitter and acid of natural leaf tobacco, making Copenhagen the **World's Best Tobacco for Both Chewing and Snuffing.**

Whenever a dealer has any difficulty in obtaining his supply of Copenhagen Chewing Snuff satisfactorily, we will help him if he will write us.

WEYMAN-BRUTON COMPANY

50 Union Square North New York, N. Y.

The Exceptional Cigar

BUSTILLO BROS. & DIAZ, Inc.

GENERAL OFFICES

267 Fourth Avenue New York City

NEED WE SAY MORE OF

Flor de Jeitles CIGARS

5-CENT CIGARS

That have won their way by absolute merit of quality

JEITLES & BLUMENTHAL, Ltd.
PHILADELPHIA

INCREASE YOUR SALES IN 1914

BY STOCKING

"Our Principal"

A Nickel Cigar of Merit

Smokes Well
Sells Well
Pays Well

TRY THIS LINE

"Our Principal" Cigars give the retailer good profits, and the smoker complete satisfaction.

Back of **"Our Principal"** brand stand our principles. We believe in putting honest goods in our cigars, we manufacture under the most sanitary conditions.

More dealers sold our leading brand in 1913 than ever before. We will make a new record in 1914.

Write to-day for terms.

J. W. BRENNEMAN, Manufacturer, Millersville, Pa.

Repeats Like a Winchester

5c.-Rocky Ford Cigars-5c.

Delicious Flavor
Made at our Newark, N. J. Factories

We also manufacture at our several factories located at Pittsburgh, Pa. the celebrated

[Pittsburgh "FAMOUS" Stogies]

The jobber's biggest asset in the 2 for 5c. line.

Our 2 for 5c. and 3 for 5c. lines of CIGARS and STOGIES are so extensive that space does not permit mentioning

Write for full information and prices

UNION AMERICAN CIGAR COMPANY
28th and Smallman Sts. Pittsburgh, Pa.

G. S. Nicholas & Co.

41 and 43 Beaver Street, New York

DIRECT IMPORTERS of the highest grades of Cigars manufactured by the

Independent Factories of Havana

all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

Price List Mailed Upon Request.

Graham Courtney

"MILD HAVANA BLEND"

They Lead the Leaders

26 SIZES

Acker, Merrall & Condit Company

135 West 42nd Street, New York

GREATEST SUCCESS IN HABANA'S CIGAR HISTORY

ROMEO Y JULIETA

RODRIGUEZ, ARGUELLES & CO.

A Success of Quality

THIS FACTORY HAS TODAY THE ENORMOUS PRODUCTION OF 85,000 CIGARS A DAY. IN DEMAND BY CONNOISSEURS IN EVERY COUNTRY OF THE WORLD

U. S. Representative: Wm. T. Taylor, 93 Broad St., N.Y. City.

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"ELITE" F.R.y Ca HABANA

Manufacturer of the celebrated Habana Cigar Brands

Flor de P. A. Estanillo
Flor del Fumar
Elite

CORRESPONDENCE SOLICITED

JUST THINK-5¢ BUYS A
LA FAMOSA
EQUAL TO ANY MILD 10¢
CIGAR

E. Kleiner & Co., Makers, New York

Fifth Avenue Cigarettes

The Union Made Cigarette of Quality Bearing Union Label

Ten cents per package of ten. Mouthpiece, Cork Tip, Plain

Live Distributors Wanted

I. B. KRINSKY
207 North 4th Street . . . BROOKLYN

THE KEY WEST CIGAR FACTORY WEST

THE
Key West Cigar Factory
Factory No. 413, KEY WEST, FLA.

Office and Salesroom:
43 to 47 W. 33d St., New York

The Standards of America:

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs

MANUFACTURED BY

GEORGE W. HELME CO., 111 Fifth Ave., New York

HAVANA CUBA CIGARS

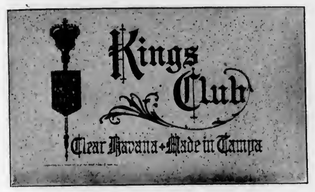
CASTAÑEDA HABANA TRADE MARK

Vuelta Abajo "Castaneda"
CARDENAS & CO.
Main Offices and Factory: 102 Galiano Street Havana
London: 114 Grace Church Street
New York: 3 Park Row
DAVE ECHEMENDIA, U. S. Representative

T. J. DUNN & CO.
Makers of

The New Bachelor Cigar

401-405 E. 91st Street, New York



A Favorite with the BEST Cigar Stores Restaurants Hotels and Clubs

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New York Distributers
LOUIS G. SMITH & CO., 52 Beaver Street

L'ELITE DE R.A. BACHIA Y CA. HABANA

BACHIAS
Havana Cigars

For Men of Means

Renowned for Uniformity

IDENTIFIED BY THE GREEN AND GOLD BAND

R. A. BACHIA & CO.
47 West Sixteenth St. New York

E. H. GATO CIGAR COMPANY

FOR FORTY YEARS THE STANDARD

By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla.
New York Office: 203 W. Broadway

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"TOBACCO LEAF"

The Leading Authority in Book Form

All about Tobacco From the Plant to the Finished Product

500 pages, cloth bound—$2.00 by mail, prepaid

The Tobacco World Corporation
Selling Agents
236 Chestnut St. - - Philadelphia

44s' Packed in NEW Cans
ACKNOWLEDGED BY RESULTS
A BUSINESS BUILDER

LONDRES BLUNTS

INVINCIBLES

In placing this can on the market we have followed our well-known Advertising Color, yellow base with red and black lettering.

"44" Cigar Co., Philadelphia

LOVERA

CLEAR HAVANA CIGAR

Made under U. S. Bond by
Jose Lovera Co.
TAMPA, FLA.

BAYUK BROTHERS

FIVE CENT CIGAR

PHILADELPHIA

DIAMOND JOE TRADE MARK CIGAR FACTORY ESTABLISHED 1860

BEST THAT SKILL, ENERGY AND MONEY CAN PRODUCE

H. FENDRICH, Maker, EVANSVILLE, IND.

5c CIGAR

WHY?

A for **A**lways the same
B for **B**old the name
O for **O**nly the finest and best
V for **V**arious tobaccos put to the test
E for **E**nvy our success has created

A for **A**bove All, our trade slogan well quoted
L for **L**abor, our skilled workmen are noted
L for **L**astly, the Bold shall always be stated

Above All

Bobrow Bros., Phila., Pa.

GIRARD
14 SIZES
10¢ AND UP
ROIG' and GIRARD Cigars are the production of sanitary factories, finest tobaccos, expert blenders, Cuban supervision and hand-workmen
ESTAB-LISHED 1871
MADE RIGHT IN PHILADELPHIA
Antonio Roig & Langsdorf, Philadelphia.
ROIG'S 5¢ CIGAR

HONESTLY ADVERTISED — NOT MISLEADING

LA SARAMITA

Broadleaf
Wrapped
Havana
Cigars

Pre-eminent by Comparison

Real Havana Tobacco Skillfully Blended

THE SHIELDS-WERTHEIM COMPANY, Cleveland

Why Is It Necessary To Advertise the Imported Sumatra?

The REASON:

American Sumatra Tobacco

Grown by

AMERICAN SUMATRA TOBACCO CO.,

131 Water Street, New York

MADE IN BOND

HAVANA CIGARS

Highest Quality
Best Workmanship

MADE BY

V. Guerra, Diaz & Co., Tampa, Fla.

Established 1867

Our Motto "Quality"

Y. PENDAS & ALVAREZ

WEBSTER

Clear Havana Cigars

Office and Salesroom, 209 Pearl St.
NEW YORK CITY

TAMPA FLA.

HAVANA CUBA

Like his big 10c. brother

LITTLE WM PENN

is *"good thru and thru"*

½ the size — ½ the price

A *real* little cigar

5c.

THEOBALD & OPPENHEIMER CO.,

1020 SECOND AVENUE, - NEW YORK.

Fancy Cigar Boxes

made by

Henry H. Sheip Mfg. Co.

Columbia Ave. and 6th St.

PHILADELPHIA

M. MELACHRINO & CO., Inc.

EGYPTIAN CIGARETTES

You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

GRAND DEPOTS OF M. Melachrino & Co., Inc. { London, 8 Regent St., S. W. Capetown, South Africa } Calcutta, 10 Government Place Alexandria, Rue Cherif Pacha CAIRO, Head Office and Factory Hamburg, 18-20 Grosse Backerstrasse

AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD PRICE LIST UPON APPLICATION

214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXV. PHILADELPHIA AND NEW YORK, FEBRUARY 1, 1915. No. 3.

UNITED CIGAR STORE ROBBERS TURN ATTENTION TO PHILADELPHIA

Eighty-ninth "United" Store in New York Robbed Recently —Two Stores in This City Sunday Morning Victims— Gunmen Described as Well-dressed and Familiar With Stores' System

ROBBERS of United Cigar Stores have recently turned their attention to the Philadelphia chain, from the looks of the police blotter on Sunday. Early in the morning they smashed a door in the store at Sixtieth and Market Streets, and some time after 7 A. M. they stuck a gun under the nose of one Harold Dunton, who guards the "United" cash register at Seventh Street and Girard Avenue, and prevailed upon him to give up the key to the same.

New York reports show that the robbery of the DeLancey Street "United" store last week was the eighty-ninth in that city. Apparently the robbers believe that every police force should have its little diversions, so they have evidently come to Philadelphia to add to the joys of living of the police and the "United" clerks, too.

If these robbers are caught they need not expect a vacation at the House of Correction, the burglars' winter resort. Times have changed in the last ten days and so have some of the sentences in the criminal courts.

Be that as it may, Mr. Dunton says that the robbers were two in number, about twenty-five years old and well dressed. One had rather prominent features.

Retailers should look their early morning customers over carefully. A New York newspaper is advertising a policeman's whistle for a certain number of coupons clipped from the paper and a small amount of cash. Tobacconists should begin saving their coupons at once. A whistle in time may save the cash register receipts.

At Sixtieth and Market Streets, where the lights are bright and people are coming and going all night long; where the police pass up and down and the newsboys cry their papers until the milk wagons begin to rattle over the cobbles on the south side of the street, or make their way more quietly along the asphalted and therefore more aristocratic northern highway; where chicken chop suey lures the cold and weary traveler in that section in the wee small hours; in such a gay center of night life robbers smashed in the plate glass door of the United Cigar Store, two doors from the northwestern corner on Market Street, some time between midnight and dawn, and made away with about $50. Sixtieth and Market Streets is no cemetery, but there must have been some "dead" ones around last Sunday morning, as well as some "live" ones.

At 7 A. M. on Sunday morning Harold Dunton rode to Seventh Street and Girard Avenue and opened the "United" Store as usual. A short time afterwards two well dressed men walked in with revolvers in their hands and ordered Dunton to step into the stock room. Both men followed him and then fastened his hands and feet with leather straps. They took the safe keys from his pocket and then he heard them open the cash register. A customer had come in and the robbers went through the regular method of the "United" clerks in recording a sale and mak-

(Continued on Page 16)

AUSTIN, NICHOLS & COMPANY MOVE INTO SPACIOUS BROOKLYN HOME

Sales Offices to Remain at Old Hudson Street Quarters— Bus Service to be Inaugurated Between Old and New Buildings—Six-story Structure Covers City Block

New York City.

ON the top floor of a new six-story concrete building, located at North Third Street and Kent Avenue, Williamsburg, Borough of Brooklyn, New York, is the cigar department of Austin, Nichols & Company, numbered among the largest wholesale grocery firms in the world. This cigar department is a vast business in itself, and the handling is in the care of L. Relyea, the very efficient manager.

The humidor, one of the most important features of any cigar business, has been well taken care of by Austin, Nichols & Company. One million and a half cigars may be stocked in the room devoted to this purpose, in which has been installed the most modern humidifying system and air conditioner obtainable. In order to facilitate the handling of stock from this room, a number of chutes connect with various shipping departments throughout the building. A first-class delivery, embracing both horses and automobiles, quickly disposes of the goods, following their removal from the cigar department.

The new quarters of Austin, Nichols & Company permit of the carrying of even a greater amount of stock than was possible in the old location. "Charles Denby," manufactured by H. Fendrich, Evansville, Ind., is the Austin-Nichols "leader" in five-cent goods. The increased facilities of Austin-Nichols will permit of even greater work on this popular brand in the future. An important conference along this line was recently held by Manager Relyea with Mr. Read, the Fendrich representative. "Primo del Rey," manufactured by Cuesta, Rey & Company, of Tampa, Fla., a clear Havana product, is featured by the company. The "Traveler," Haas Brothers, Cincinnati, O., is also a strong line.

Quartered in the new structure with Austin, Nichols & Company is its subsidiary, Clark, Chapin & Bushnell, well-known wholesalers, formerly located at Greenwich Beach. A. J. Wellington having been in charge of the cigar department. The "A. N. C." is represented in New Haven, Conn., by Stoddard, Gilbert & Company, the manager of the cigar department being Carlos Stoddard. It is also represented by a cigar department at Norwich, Conn., in the care of a branch of Stoddard, Gilbert & Company. This section is in the hands of J. D. Haviland, having as his assistant, J. J. Horan.

One of the principal features of Austin, Nichols & Company is the vast territory covered by its cigar department, via its two hundred and fifty traveling men. This huge force handles cigars, cigarettes and tobaccos. Manager Relyea is in charge here also. Mr. Relyea's efficient assistant is J. C. Burns, a young man of great promise.

The new building of the Austin-Nichols Company is easily accessible by way of the Williamsburg Bridge cars of the Houston Street Ferry. It is directly on the water front, making it possible for the receiving of supplies by

(Continued on Page 14)

The Los Angeles Home of Many Popular Cigar Brands

Herewith a glimpse of the interior of the Los Angeles home of many of the most popular cigars in the country.

It is a portion of the stock department of the Klingenstein Company who are the Los Angeles jobbers for many well known brands.

Among their big sellers are "Cinco," "Y-B," "Spana-Cuba," "Lord Lytton," "American" and "Webster."

EXCLUSIVE AGENCY PLAN AGAIN IN FORCE

American Tobacco Company Turns Distribution Over to Metropolitan Again—Jobbers to be Sold at Price Below That Charged Retailers

New York City.

COMPLAINTS having been filed with United States District Attorney Marshall, New York City, and with the Department of Justice at Washington, that the American Tobacco Company and other companies which formed the old Tobacco Trust, were dealing only with the Metropolitan Tobacco Company, and that such exclusive agency was a restraint of trade, the American Tobacco Company has suggested to United States District Attorney Marshall that its present understanding with the Government be cancelled. This is to the effect that the American Tobacco Company shall sell its goods to all tobacco jobbers in New York City and the territory comprising that district on the same terms. Should the American succeed in having this understanding annulled, it is said that it purposes proffering the Metropolitan Company the exclusive agency for its products. There shall be a proviso, however, that the jobbers to whom the Metropolitan Company resells, shall receive a price that is lower than that which the Metropolitan charge retailers, this in order that the jobbers shall make a profit.

Discussion of the case relative to the rumors that there might be another anti-trust suit, and to the reports of an attempt to have the tobacco manufacturers declared in contempt of the Supreme Court's dissolution decree in the matter, have had but little effect in bringing light to bear on the situation. Washington officials hold that the decree forbids the establishment by the disassociated members of an exclusive selling agency. It is stated, however, that the present understanding of the American Tobacco Company with the Government which has been in effect for the past few months, has been the result of the company's negotiations. So far as can be learned, no opinion will be given by the Department of Justice relative to the request of the American concerning the modification of the original agreement.

Knickerbocker.

Good Demand for "Reynaldos"

"Reynaldo" cigars, Luckett, Luchs & Lipscomb, Philadelphia, Pa., are carried in all sizes by C. H. Hinton, an enterprising dealer of St. Paul, Minn. Mr. Hinton reports a good demand at present on this brand.

AUSTIN, NICHOLS & COMPANY MOVE INTO SPACIOUS BROOKLN HOME

(*Continued from page 13.*)

lighter. This structure will be used primarily as the warehousing and shipping headquarters of the company. Sales offices will occupy the entire street floor at the old quarters, 100 Hudson Street, Manhattan, this floor having been leased by the company. As a convenience to visiting customers, the firm has inaugurated a free automobile bus service between Hudson Street, Manhattan, and Kent Avenue, Brooklyn.

Knickerbocker.

Union-American Cigar Company Declares Dividends

The Union-American Cigar Company has recently declared a quarterly dividend of one and three-quarters per cent (1¾%) on the preferred stock. A dividend of one per cent. was also declared on the common stock. Both of these dividends will be payable February 15, 1915.

New Quarters for Symons-Kraussman Company

Symons-Kraussman Company, of 430-432 East Ninety-first Street, announce their removal on February 1st to 315 East 103rd Street, New York City.

Prospects for "First Consul" Excellent

With reference to his recent visit to Kansas City, Mo., in the interests of the company's "First Consul," E. R. Lincoln, of the company, stated that he is very well satisfied with the business that is being done in that territory on this brand. Further, Mr. Lincoln stated that the prospects locally for future business on "First Consul" are excellent.

Annual Ball of Philip Morris Employees

The Philip Morris Mutual Aid Association gave its Seventh Annual Reception and Ball Saturday evening, January 23rd. The affair took place in Bryant Hall, Sixth Avenue, New York City. The occasion proved a very enjoyable one and was well attended not only by the employees of the concern and their friends, but by the officers of the company as well.

Death of Manuel Muina

MANUEL MUINA, well-known member of the Spanish colony in New York and a prominent clear Havana cigar manufacturer, died last Saturday from an attack of pleurisy from which he had been suffering for several weeks.

Mr. Muina was a member of the clear Havana cigar manufacturing firm of Mancebo, Muina & Company, with offices in Maiden Lane.

The deceased was a native of Spain and was born there forty-five years ago, coming to New York at the age of twenty, following an apprenticeship in Havana cigar factories.

Mr. Muina was for many years connected with benevolent organizations doing work among Spanish residents of New York and Brooklyn, and was more recently president of La Nacional Spanish Benevolent Society. He was also a prominent member of the Masonic fraternity.

The deceased is survived by a widow and three daughters. His loss is mourned by the entire Spanish colony.

"Selected Smokers" in New Tin Package

H. Anton Bock's "Selected Smokers" are being brought out by Acker, Merrall & Condit, in a new tin packing that is made to hold twenty-five cigars, and to act as a humidor as well. Each cigar is wrapped and further protected by a waxed container.

The package itself is an innovation both in shape and in method of opening and closing. It is believed that such a feature will take well with the general trade.

$5,000,000 Left by C. G. Emery

The will of Charles G. Emery, of New York, deceased, recently filed for probate at Watertown, N. Y., directs that the sum of $250,000 be left in trust for his son, Frank Emery, and $50,000 in trust to a grandson, the latter bequest being left conditionally. Mabel Tracey, a daughter, receives $250,000 in trust, a like amount going to another daughter, Francna. William F. Emery, a nephew, receives $20,000 in trust and Mabel L. Emery, $10,000. Mr. Emery's total estate is said to be valued at about $5,000,000. He will be remembered as having been at one time treasurer of the American Tobacco Company.

Reading Cigar Manufacturer's Will Broken

A jury recently set aside the will of the late Charles Maerz, a cigar manufacturer of Reading, Pa., who left $5 to each of his three daughters out of an estate of $70,000 which was left to grandchildren.

Letters of administration will now be issued and the estate will be distributed under the intestate laws, the widow receiving one-third of the estate, the same as she did under the will, and the daughters each getting an equal share of the other two-thirds.

Burglaries, a Habit! "United" Again Suffers

SEVERAL thousand coupons, a number of high-priced cigars and $186 in cash were recently taken from the United Cigar Company's store, No. 12 Delancey Street, New York City. According to the company, this makes the eighty-ninth robbery to which they have been subjected. They state that for some time, a Sunday or holiday has not passed without some sort of theft from their stores. Entrance was accomplished by cutting a hole through a wooden shutter and then through a sheet-iron shade on one of the rear windows. It is rather surprising that the Delancey Street store should have been marked for robbery, inasmuch as it is well lighted all through the night. This, however, did not prevent the burglars from dragging the safe from the front to the rear of the store, taking off the door and removing the contents.

Memorial Services for Benno Neuberger

In memory of Benno Neuberger, at the time of his death senior member of the firm of E. Rosenwald & Brother, the officers and directors of the Hebrew Infant Asylum, at Kingsbridge Road and University Avenue, Bronx, held services at their annual meeting held on January 18th. Mr. Neuberger was president of this organization at the time of his death.

A few years prior to his death Mr. Neuberger began to devote more and more time to his benevolences. Throughout his life he had taken a deep interest in helping the poor and needy, although it was always done without ostentation and only his most intimate friends knew that he devoted any time to this work. Not until his death did the extent of his charities become known and it is believed that his unusual activities along this line hastened his end.

Sanchez & Haya Appoint Western Representative

Sanchez & Haya, Tampa, Fla., have appointed Ray W. Niles, St. Louis, Mo., Western representative on their company's products. Mr. Niles, who will make his headquarters at Denver, Col., will cover all territory west of that city. He is a nephew of F. C. Niles, president of the Niles & Moser Cigar Company, and was formerly connected with the William A. Stickney Cigar Company.

A. Bijur Returns from Cuba

A. Bijur, member of the firm of E. Rosenwald & Brother, has recently returned from Cuba where he has been investigating crop conditions. Mr. Bijur stated that the conditions in the Santa Clara Province had been greatly exaggerated. He believes that there will be half a crop of tobacco.

Solomon Joseph Files Schedules in Bankruptcy

Schedules in bankruptcy have been filed by Solomon J. Joseph, a dealer in cigars, 2029 Broadway, New York City. Mr. Joseph's liabilities are given as $4033 and his assets as $1500.

THE TOBACCO WORLD

ESTABLISHED 1881

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH BY

THE TOBACCO WORLD CORPORATION

J. LAWTON KENDRICK, Treasurer

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HOBART BISHOP HANKINS ..... Advertising Manager

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Cigarettes and Minors

The statement appearing elsewhere in this issue of "The Tobacco World" to the effect that most schoolboys of more than fourteen years of age smoke, is worthy of careful consideration by the retail tobacconists of this city.

Aside from any arguments as to whether cigarettes are or are not harmful when moderately used, the fact remains that their sale to and use of by minors is forbidden by law in this State. Further, the person making the sale or procuring the tobacco for a minor is also liable under the law.

Fortunately for the retail tobacconists in some sections of the city the law is seldom enforced. But at the same time it might be well to consider that those who continue to violate this law are simply preparing for a day of reckoning.

These violations are fanning a flame and adding new material to the war chest of those who are seeking to exterminate the entire tobacco trade. As long as the cigarette law is a law it might be worth while for the tobacconists to assist in keeping it. If this law is found ineffective a more stringent law which would work a real hardship to the retail trade may be drafted.

Cigarette Advertising

Not long ago a certain highly respectable weekly magazine opened its pages to cigarette advertising. There was a weeping and gnashing of teeth among the "antis" and then the letters began to come in. Latest reports indicate that almost four libraries are going to cancel subscriptions. This will be a terrible blow to about fifty people who have been coming to the libraries to read their copies each week. It will probably result in about ten new subscriptions. This will assist in keeping the circulation above the two million mark!

The status of moderate cigarette smoking is pretty well established—it is considered the mildest form of smoking. Many of the States have attempted to safeguard their youths by passing a law forbidding their sale to minors, while other States have attempted to eliminate their sale altogether.

Despite this last fact the cigarette output in the United States has grown tremendously. It keeps on growing and the advertising keeps on appearing. The magazines keep on taking the money and the advertisements keep on bringing sales.

No one will deny that the tremendous sales of cigarettes in the United States in the past few years is due almost entirely to advertising. And also to the great improvement in the "Quality" of the tobacco used in their manufacture. A cheap cigarette that could be smoked indoors was practically unknown a few years ago. Today the average ten-cent domestic cigarettes are to be found on the library table of men who can well afford to smoke imported goods if they so desired. Their aroma does not cause the maiden aunt who detests tobacco to believe that the coat closet is on fire and is burning up the raincoats and rubbers. The smoke is a short one and can be enjoyed when there is neither time nor desire for a cigar.

The secret of the success of cigarette advertising—and any advertising, for that matter—is largely in the manner in which the product backs up the advertising. It can be truthfully said that the nickel or the dime or the quarter never purchased more cigarette value for the money than it does today.

The price of quality cigarettes today is due almost entirely to the fact that an enormous output allows the purchase of leaf and all the accessories of cigarettes in such quantities as to reduce the cost of production. The enormous output is due to advertising that has been and is being backed up by the brands advertised.

UNITED CIGAR STORE ROBBERS TURN ATTENTION TO PHILADELPHIA

(Continued from page 13.)

ing change. After serving the customer the robbers evidently became scared and ran off, taking only the contents of the cash register, amounting to about $6. They had left upwards of some $200 in the safe.

Dunton managed to get his feet free and went into the next store, where the clerk untied his arms. The police station at Eighth and Jefferson was then notified. The thieves have not as yet been apprehended.

All of which goes to show what a fine live neighborhood Seventh Street and Girard Avenue must be about 8 o'clock on a Sunday morning.

Well, all the "United" clerks have been provided with revolvers. And there is another thought which may afford some satisfaction. The gunmen can't rob eighty-nine "United" stores in Philadelphia unless they play a return engagement with some of the stands.

Trade Comment

"Economy" is the title of a new stogie being introduced to the trade by the J. B. Moos Cigar Company, Cincinnati, O.

J. E. Blaise, cigar buyer for the importing and jobbing firm of the S. S. Pierce Company, Boston, Mass., is now in Havana in the interests of his company.

Good business on "Savaronas," manufactured by the Cayey-Caguas Tobacco Company, is reported by Charles D. Manning, Syracuse, N. Y.

Theodore Werner, president of T. J. Dunn & Company, manufacturers of the well-known "New Bachelor" cigar, recently paid a visit to the City of Brotherly Love.

Charles W. Wright is now in charge of the cigar stands of Louis K. Liggett, in Baltimore, Md. Mr. Wright was formerly in charge of the Liggett stores in Syracuse, N. Y.

Herman Nutter, manufacturer and retailer, now located at 16 North Green Street, Baltimore, Md., was formerly domiciled at No. 6 North Green Street. Mr. Nutter succeeded the W. C. Oppelt Company at that address.

On a very recent visit to the "44" Cigar Company, Philadelphia, Pa., M. Jacobwitz, president of the Hudson County Tobacco Company, Jersey City, N. J., spoke in a very commendable manner relative to the sales of the "44" in his territory.

Report received from Victor Huber, manager of the cigar department of the Mansur Drug Company, St. Paul, Minn., is to the effect that the good business done by that department during the year 1914 was due in large part to the "La Venga," "El Roi-Tan" and "Jose Lovera" lines.

Charles Bobrow, of Bobrow Brothers, Philadelphia, Pa., manufacturers of the well-known "Bold" cigar, recently paid a visit to Rosenthal & Bendetson, Boston, Mass., their New England distributors on the brand. Mr. Bobrow states that splendid sales are being made on the "Bold" by the Boston concern.

Howard Petticord, manager of the cigar department of the Watts Drug Company, Eutaw and Fayette Streets, Baltimore, Md., states that 1914 witnessed the largest cigar business ever done by the company. We may say, however, that Mr. Petticord modestly forgot to mention that the successful year was due in a great measure to his efforts.

Following a business trip to Cuba, Robert Kelly, of Kelly, Douglas & Company, Vancouver, B. C., is now visiting in New York. Mr. Kelly while in Havana, placed some very attractive orders for shipment to Canada, the same covering various branch houses of his company.

Good business is reported by the Cosmopolitan Tobacco Company, 686 Sixth Avenue, New York City. Under the direction of Messrs. Antoinides and Mitrou, and but a recent adjunct to the jobbing trade, the Cosmopolitan Company is rapidly making a place for itself among the more well-known jobbers of the city.

Sales of "Little Cigars" Show Improvement

Collector of Internal Revenue Lederer is the authority for the statement that in the First District of Pennsylvania "little cigars" are coming into their own again as a result of the war and the corresponding influence that it has had upon the pocketbook of Mr. "Common People."

"Little cigars" selling in packages of ten for five cents or ten cents, are becoming popular again, and have saved the Philadelphia office from a big slump in revenue returns.

From July 1 to December 31, 1914, the cigars produced in the First Internal Revenue District numbered 397,905,937. Compared with the same period last year, this is a decrease of 20,583,136 cigars.

The drop in revenue which would naturally result from such a heavy decrease is offset by the increased manufacture of little cigars. This increase in production was so large that in reality revenues of the tobacco division were only about $17,000 less than in the last six months of 1913. The First District comprises nine counties, including Philadelphia.

Jerome Waller Resigns

Jerome Waller, secretary of the American Sumatra Tobacco Company, New York City, announces his resignation from that concern, the resignation taking effect February 1st. Mr. Waller, however, will continue at the offices of the company until about February 10th, in order to finish a certain piece of work which he had undertaken. In the resignation of Mr. Waller, the American Sumatra Tobacco Company loses a valued member. Mr. Waller is regarded a member of that circle of leaf men who know tobacco from "A" to "Z."

Tobacco

They are legislating liquor into alleyways and sheds;
You can find it in the coal pile and inside of folding beds.
It is contraband in Kansas, it is gasolene in Maine,
And the South has got it hiding in the cotton and the cane.

But tobacco holds its own,
Having very few regrets—
Though its purity is doubted,
I believe, in cigarettes.

I have quarrelled with tobacco, and have said that we are quits;
There are times, beyond disputing, when it obfuscates the wits;
But tobacco, I've discovered, has no substitute at all,
And it never ventures farther than as far as one can call.

It is always very glad
To make up again and play;
You may think it or dispute it,
But tobacco has a way.

Whether war shall leave us wiser one is much disposed to doubt,
But it has at least established what we cannot do without;
There is not a king in Europe who has donned his martial cloak,
But is busy in the trenches keeping something there to smoke.

You may say it is a weed,
Or consign it to the pit;
But of this you may be certain—
That tobacco is a hit.

—From the St. Louis "Post-Dispatch."

Chicago

Trade Shows Steady Volume of Increase—J. & B. Moos Company Banquet a Social Event—Wholesale Cigar Trade to Form Credit Bureau—Albert Sprague's Death Loss to Jobbing Trade

Chicago, January 28th.

INTERVIEWS with the leading men in the trade here this week indicate that the cigar and tobacco business here has been entirely satisfactory, on the whole, since the first of the year. There seems to have been a steady increase in the volume of trade since the year opened. This increase has not been in the nature of a boom, by any means, but it has been steady. The general feeling is also much better. Collections have improved. Jobbers declare that they are no longer afraid to ship into the South, as old obligations are now being settled and bills for additional goods are being discounted.

Of course, the trade has not been as brisk as during the holiday season, but then nobody expects that. The essential point is that a slump has not been experienced. The cigar stand trade has not been injured, although that way of getting the money will never be as good as it was in the good old days before the "26" dice game was put out of business by the city administration.

One of the social events of the past two weeks which deserves particular mention in this letter was the banquet which was given by the firm to the employees of the J. & B. Moos Company, distributors. More than forty were present, consisting of travelers for the most part. The affair was held in the famous Grey Room of the Hotel Sherman. H. Rieser, vice-president of the company, presided as toastmaster throughout, and his humorous remarks brought frequent applause. He was assisted by E. G. Ahern, who also introduced some of the speakers. Everybody had something to say before the banquet was over. Edward Prickett, city sales manager for the company, was one of the speakers. He was followed by Frank Light, country sales manager of the firm, who told the assembled travelers a few things about getting business on the outside. Henry Schuchat, treasurer, explained the credit system of the firm and why it was now and then that an order from an apparently good customer was turned down. At the conclusion three cheers were given for Joseph B. Moos, president of the company. The banquet was a great success, despite the fact that it was the first of the kind ever given in the annals of the firm. It will probably be repeated next year.

William Best, Jr., of the firm of Best & Russell, talked last week in an optimistic manner about the prospects for business in Chicago during the first six months of the new year.

"It is not possible," said Mr. Best, "to tell much about business farther ahead than six months. Years of experience, however, enable us to get a very good idea of the trend of the trade during that time. I am glad to say that at the present outlook everything seems to point to a big business during the next six months. We intend to push our 'Owl' cigar this year with the same vigor which made it such a popular piece of goods last year, while 'Best & Russell,' our own brand, will also be boosted with frequent displays at all our stores."

Albert Breitung, who owns a chain of stores in this city, is spending his time figuring out the war maps and absorbing the bulletins which come across the ocean. For recreation he attends to business, to use his own expression. He spends most of his time at his stand in the Rookery Building and the Monadnock Building. At the latter store business is growing at a wonderful rate, says Mr. Breitung. With a good, genial sales force which attends strictly to business and at the same time can pass a good "jolly," the store is fast getting an established trade with the two thousand or more persons who work in the monster office building.

The first two weeks of cigar business at the stand of John J. Dolan in the New Morrison Hotel have been featured with a business which has met all expectations. The new hotel has been well patronized by a class of trade of the sort which buys cigars of good quality. The absolutely fireproof structure is doing much to make the building a favorite with the traveling public.

The cigar stand at the Chicago Yacht Club closed the first of the year, when the club, according to the annual custom, suspended operations during the frozen season. The year was one of the best in the history of the organization, from the standpoint of cigar business transacted, said the manager. The club opens again early in the spring, as soon as the weather will permit. The exact date is to be determined at a meeting of the board of governors.

"Chancellor" cigar continues to make rapid strides in this market. The cigar is being pushed by a vigorous advertising campaign, and with frequent displays in windows.

It is evident that the trade here favors the attractive green band which is put around "Francisco Goya" cigar, in spite of the fact that the company announced several weeks ago that owing to the fact that it had been difficult to secure the peculiar grade of imported ink since the war began, the bands would be varied somewhat from the original scheme. The firm stated at the time, however, that it would be able to supply cigars with the original bands to such customers as desired them. Few of the new variety of bands have been seen in Chicago, and several cigar store managers have told the writer that their "Francisco Goya" customers, when asked, declared a marked preference for the original band.

One of the best moves which has been made in some time is the proposition which has been started in the wholesale cigar trade here to form a credit bureau. This is something which the trade has long needed, and the number of jobbers who would become subscribers to such a bureau when its great value is explained to them would be sufficient, in the opinion of the writer, to assure its success. In other lines of business these credit bureaus have been established, often with small beginnings, and they have proved great successes and benefits. The furniture and jewelry jobbers have credit bureaus which keep a close watch on the operations of all the dealers in the country, and can furnish requested information on a moment's notice.

The Chicago cigar jobbing business lost a prominent character last week in the death of Albert A. Sprague, of the wholesale grocery firm of Sprague, Warner & Company. Mr. Sprague, in spite of his age, had been in good health, and the end came very suddenly. He was one of the business pioneers of this city, and did much in the early days to make the cigar department the strong branch of the business which it has always been. The firm probably does the largest and most widespread business of any of the Chicago wholesale groceries. Mr. Sprague was eighty years old. The funeral was held from the family residence at 2710 South Prairie Avenue. The latest cigar to be brought out by the company was "Subway" brand, the largest nickel seller ever placed on the market in this city. Mr. Sprague took a keen delight in watching the reception which was given this cigar.

The United Cigar Stores has been holding a number of attractive displays in the windows of its many stores around the city. During the past two weeks Porto Rican and Philippine cigars have occupied most of the space, but there have also been frequent displays of other leading brands.

CHICAGO

(Continued from Page 18)

H. D. Young, head of the cigar department of Franklin, MacVeagh & Company, made a business trip to local points last week. He is busy with the details of a booster campaign which is being made on the "Constancia" brand, made from clear Havana stock by Jose Lovera & Company.

Graham Davis, head of the firm of J. G. Davis & Company, Western distributors for Bondy & Lederer, manufacturers of "Tom Keene" cigar, talked last week on the business situation.

"We are starting the year with a good business," he said, "which we attribute in part to the hold which our goods have with the public and in part to our systematic system of advertising the goods. We believe in concentration in our advertising. For instance, we have a force of men traveling in Iowa, let us say. They go into a town, try to put the goods into the show case of every possible merchant who does not already have them, and meanwhile we take space in the local newspapers and create a great noise. It's a long time before they have a chance to forget 'Tom Keene,' and by that time we are around to them again. We believe that this plan is much more effective than a feeble effort made simultaneously all over the country."

William Taussib, head of the leaf tobacco house of Taussig & Company, talked last week on the general business situation in the leaf tobacco field.

"Manufacturers throughout the country are buying stock cautiously but with a steadiness which is flattering to the prosperity of the times," said Mr. Taussig. "They are a little inclined to follow the hand to mouth policy, but when the evils of over-stocking, especially in the case of the small manufacturer, are considered, leaf tobacco jobbers ought to feel just as well satisfied, in spite of the temptation to sell a man a large bill of goods when the chance comes and the salesman has the knowledge that he is good as old wheat. Collections are now much better. In fact, there is no longer need to feel anxious on this score, as all buyers of leaf tobacco, especially in the rural districts, are having little trouble in liquidating."

Representatives of Chicago business interests, including the leaf tobacco trade, appeared before the Western Classification Committee at a meeting here last week and made a demand for better rates on goods shipped from Chicago by freight to the Pacific Coast. The complaint is that Eastern shippers are enabled to send goods through the Panama Canal at a less cost than is charged Chicago shippers from this point, almost one thousand miles nearer.

Guy W. Whitcomb.

Rumor of Big Plant for Imperial

Although no official announcement has been given out, it is understood from several reliable sources that the Imperial Tobacco Company will erect a large plant on Morris Street in Durham (N. C.) in the near future. It is stated by those in touch with the situation, that the company will probably erect a very extensive plant, and that the present large building now being used will be torn down and the new one go up in its place. The company has acquired a large amount of property adjoining the location of the present building and it is understood that the occupants of the houses on this property have been given notice to be out by the first of March, this year.

Morris D. Neumann Leaves for West

Morris D. Neumann, of Neumann & Mayer, Philadelphia, left Saturday for a trip through the Western States in the interests of "Bella Mundo," "El Tello" and "White Knight."

Cleveland

J. B. Shields Finds Business Improving—Former "World" Correspondent Engaged to Wed—Fred Gollman Company Have Biggest Year

Cleveland, O., January 27th.

A NATURAL depression in buiness has taken effect since the first of the year. Everybody is stocked up from the holidays and consequently orders are not flowing in very fast.

In town the past week was Silas M. Haas, of M. J. Lopez & Company, New York, selling "La Social" cigars. Mr. Haas has been very successful so far in his first trip of the new year and is looking forward to an exceedingly big year.

S. Hirsch, formerly of the firm of Hirsch & Ginsberg, at Fifty-fifth and Euclid, has opened a cigar stand and billiard room at 105th and Wade Park Avenues. So far he has been fortunate in winning many customers to his new establishment.

J. B. Shields, of the Shields-Wertheim Company, has just made a quick jaunt around the territory with "La Saramitas" and "Saramita Fives," and found business opening up to a great extent all through the territory. Mr. Shields has been indisposed for the past several days with a severe attack of tonsilitis.

Of interest to the local trade is the announcement of the engagement of Miss Clarice Mittleberger, former correspondent for this publication. Miss Mittleberger is engaged to Mr. Saul LaVine, of Pittsburgh. Her father, Mr. J. J. Mittleberger, is one of the pioneer cigar men of Cleveland and is known the length and breadth of the States.

The cigar stand in the Permanent Building was purchased the past few weeks by Mr. Schuster, who owned the Market House cigar stand.

The Fred G. Gollman Company have completed the biggest year in their career. The various managers of the different stores, namely, Vene Owen, of the 742 Euclid stand; Jack Curry, of the Lower Arcade stand; George Owen, of the Rathskeller stand; Fred Gollman, of the Upper Arcade stand, all made material gains in their separate stands. The brands that are featured by this ever growing concern are "Somellos," "El Modellos," "Bonitas" and "La Saramitas."

The salesmen of the Shields-Wertheim Company have all scattered to their various territories and are already sending in substantial orders on "La Saramitas" and "Saramita Fives." Mr. Wertheim, of the above-mentioned concern, expressed himself as more than satisfied with the way business has opened up.

Jerry.

Attractive Tobacco Map of Cuba

Mark A. Pollack, the well-known commission exporter of leaf tobacco, Havana, Cuba, has sent this office a very fine map of Cuba. In addition to the map proper, the following information appears on the lower portion of the canvas: "Description of Districts"; "Interesting Details, Showing Quantity of Bales of Tobacco Crops Since 1904"; "Tobacco Crops From Districts, With Yearly Totals in Bales"; "Exports of Leaf Tobacco From the Island of Cuba for the Years 1905 to 1913, in Bales"; "Exports and Consumption of Cigars on the Island of Cuba From 1905 to 1913"; "Value of the Entire Tobacco Industry of the Island of Cuba, Approximate, for Eight Years From 1906 to 1913—Exported"; "Export and Consumption of Cigarettes (Packages of Sixteen Cigarettes) Manufactured on the Island of Cuba From 1905 to 1913"; "Value of Manufactured Tobacco Consumed on the Island from 1906 to 1913."

Tampa

Preparations Concluded for Gasparilla Carnival—Matthew Berriman a Visitor in Havana—Tampa-Cuba Cigar Company to Take Over Old Balbin Brothers Factory Building

Tampa, February 26th.

EVERYTHING is ready for our Gasparilla Carnival, which opens Friday, February 12th, at sunrise. At the magical moment greeting will be proffered to the season of merriment by the firing of salutes from the war vessels in the harbor. The carnival will continue for five days, ending at midnight February 16th to the ever-alluring strains of Home Sweet Home. Friday, February 12th, has been set apart as "Clear Havana Cigar Day." One of the features of the day will be the automobile trip of the various cigar manufacturers. They will visit different points of interest throughout the city. Many of the cigar factories will keep "open house" on that day, also. We quote in part from letter which is being sent out to thousands of cigar dealers in the country by the local manufacturers. The invitation prepared by the Gasparilla Carnival Association is as follows:

"Dear Sir and Patron: Tampa's annual Gasparilla Carnival, which is on the order of the world-famed Mardi Gras celebrations at New Orleans and Mobile, with many novel features added, will be held from February 12th to 16th, inclusive, on a grander scale than ever before.

"The Gasparilla Carnival Association, an organization composed of the leading business men of Tampa and South Florida, has designated Friday, February 12th, as 'Clear Havana Cigar Day,' so designating the day by reason of the fact of Tampa's supremacy in the manufacture of clear Havana cigars of the highest grade. An excellent programme for that day has been arranged for the entertainment of cigar manufacturers and visitors of the trade, by reason of which we extend you a cordial invitation to visit the city and participate in the merry-making, also to discuss plans for the increase of your business and that of our fellow cigar men in all cities of the Union. The programme for each day of the carnival period will prove a pleasing novelty to you and, in fact, to all visitors from other States."

Matt Berriman, of "Jose Vila" fame left here last Sunday on the steamer "Olivette," P. & O. Line, for Havana, where he planned to spend several days on business. Edward Berriman, of the firm, left Friday night for Chicago.

Another visitor to Havana was Val M. Antuono. Mr. Antuono will stay two or three weeks. He plans an inspection of the tobacco crop.

Robert Tanksley, who is well known through his connection with the Liggett & Myers Tobacco Company, has been spending a short time in local territory for his company.

The cigar factory building in West Tampa, located at Nassau and Howard Avenues, formerly used by Balbin Brothers, is to be altered for the use of the Tampa-Cuba Cigar Company. An addition is to be added also. It is reported that the contract for this work will be given at an early date. So far as is known, the addition calls for sixty feet in the rear of the present building. A reinforced concrete tower will be erected, topped by a tank for a sprinkler. Additional office space, approximately twenty by forty feet, will be located on the southwest front. This will be given over to the vaults and private offices, while the space utilized for former office purposes in the factory proper, will be devoted to the general office. Humidors for both the bonded and unbonded factories will have their place on the first floor. On this floor, also, will be placed an extra elevator. The second floor will be occupied by the company's cigarmakers. The machinery of the plant will be installed on the third floor. Wetting rooms, store rooms, etc., will be located in the basement, which is to be excavated and strengthened with concrete floors both in the present factory and the addition. Upon the completion of operations, the Tampa-Cuba Company's bonded factory will comprise three stories and basement, eighty feet by forty-five feet. The unbonded structure will be increased also to three stories and basement approximating one hundred and twenty feet by forty-five feet.

February 18th has been the date set by the Tampa-Cuba Cigar Company for the application of the incorporation of the Balbin Company, the incorporators being named as Ernest Berger, Florentino Diaz and Antonio Lapaz. The company is to be known as Balbin Brothers, Incorporated, the amount of the capital stock being placed at $50,000. This is to consist of 500 shares of the par value of $100 each. Shares to the number of 498 are to be held by Ernest Berger, while Florentino Diaz and Antonio Lapaz will hold one share each. Ernest Berger is named as president and treasurer; Antonio Lapaz, vice-president, and Florentino Diaz, secretary and manager.

Manuel Corral, of Corral, Wodiska y Ca., manufacturers of the well-known "Julia Marlowe" brand, was elected last Sunday to the presidency of the El Centro Asturiana. Mr. Corral's election was closely contested. He won by twenty-three votes over his opposing candidate, Mr. Taureano Torres. Edward Wodiska, of the firm, is now in Chicago in the interests of the company.

Some nice orders are being received at the office of the Liborio Cigar Company, from Charles J. Castillo, now visiting in Eastern territory. Mr. Castillo is sales manager of the company.

A. L. Cuesta, of Cuesta, Rey & Company, is now in Havana in the interests of the company's supply of leaf tobacco.

W. I. Webb, secretary and treasurer of the J. M. Martinez Company, having recently disposed of his interests in that company to A. A. Martinez, son of the late J. M. Martinez, the founder of the company, Mr. Martinez will now continue wholly in charge. He is familiar with every department and has been connected with the business for the past twenty-five years. Mr. Webb's retirement will make no difference relative to the manufacturing end of the business.

Frank A. Rian, of Quiros, Villazon y Ca., was a recent visitor to the factory.

V. Guerra, Diaz & Company, manufacturers of the popular "La Mega," report that business is good and that they are now employing a goodly number of cigarmakers.

Following the death of Manuel Sanchez, former manager of Berriman Brothers' factory, and who died January 12th last, Jose Cosio, identified with the leaf business of Chicago for several years past, has been appointed to succeed Mr. Sanchez. Mr. Cosio is known to the trade locally, having been formerly engaged in the cigar manufacturing business in this city.

Perfecto.

Notice received from Memphis, Tenn., is to the effect that W. Hicks Mallory has identified himself with the traveling forces of the Smith-Davis Cigar Company, of Little Rock, Ark. Mr. Mallory was formerly connected with the Parker-Gordon Cigar Company.

LOUIS KLEIN CIGAR COMPANY FAILS

Concern Operated Seven Retail Stands—Most of the Creditors Are Eastern Firms

Cleveland, O., January 27th.

ANNOUNCEMENT has been made that the Louis Klein Cigar Company have filed a voluntary petition in bankruptcy in the United States District Court. Their liabilities aggregated $81,229, with assets of $54,015.15.

The Louis Klein Cigar Company is a corporation and is capitalized at $100,000. They are operating seven retail stands in the downtown district. The headquarters are at 1124 Euclid Avenue in the G. H. C. Building. There various stands and stores are located at 712 Superior Avenue, N. W., 1124 Euclid Avenue, 30 Colonial Arcade, Gillsey Hotel, Colonial Hotel, 248 Superior Avenue, N. E., 639 Superior Avenue, N. W.

The officers of the concern are Louis Klein, president; S. I. Klein, vice-president, and J. J. Klein, secretary.

The Louis Klein Cigar Company has been in existence a good many years and have some of the best locations in the city for retail stands. At one time they were quite large jobbers, numbering amongst their brands the best the market afforded in clear Havana and domestic cigars. A couple of years back they dropped their wholesale business practically entirely and of late only worked it on a small scale. Most of the creditors of the concern are Eastern firms.

Jerry..

Physical Director Says Most Schoolboys Smoke

William A. Stecher, Director of Physical Education in the Philadelphia Public Schools, while not a smoker, appreciates the fact that the evils of moderate smoking are grossly exaggerated, according to a recent interview.

While he states that almost all boys of more than fourteen years of age who attend the public schools are users of tobacco, at the same time he adds that he believes the cigarette evil is a mere bugbear created by vehement opponents of smoking.

Mr. Stecher, in the course of a general discussion regarding a revision of the course in physiology, ridiculed the idea of ascribing the stupidity of every dull boy in a classroom who happened to be a smoker, to the fact that he used the weed. Not infrequently such boys were just as dull before acquiring the habit as afterwards, said the director.

Mr. Stecher added, "I am not a smoker myself nor do I advocate the habit. But I feel that instruction as to the use or non-use of narcotics should be to some extent, at least, left to the parents."

Says "Rube" Waddell Was Once Traded for Stogie

While preparing for a trip West recently in connection with the Federal League's anti-trust suit, President Barney Dreyfuss, of the Pirates, pulled a few stories which he declared should be included in the Feds' bill of complaint.

"For instance," he said, "we once sold Rube Waddell, of Chicago, for a stogie—and stogies were then selling four for a nickel. Rube came into my office somewhat peeved and demanded half of the sale price.

"I gave him the stogie and told him to take it all.

"At the door Rube was met by an officer with an attachment on his money. It was for $10 owed by Rube to a tailor.

"'Here,' Dreyfuss declared Rube replied, biting off the end of the stogie and handing it over, 'this is your share.'"

UNITED CIGAR STORES PURCHASE CHAIN OF UNITED CHEMIST COMPANY DRUG STORES

Purchase Is Radical Departure—May Become Selling Agents for Riker-Hegeman—To Open a Large Number of New Stores

New York City.

A RADICAL departure on the part of the United Cigar Stores is shown in the recent announcement of that company to the effect that they have purchased the chain of cigar and drug stores doing business in small cities under the head of the United Chemists Company. The United Cigar Stores Company has heretofore devoted its entire attention to cigar stores.

George J. Whelan, head of the United Cigar Stores and also a dominant factor in the drug store chain of Riker & Hegeman, is the authority for the statement that the recently purchased drug stores of the United Chemists Company may become selling agents for Riker & Hegeman.

Mr. Whelan states that they have planned to open a large number of new stores and that their real estate experts have been instructed to resume their operations in various parts of the country. Owing to the present depression in real estate, Mr. Whelan is of the opinion that leases can be made on very good terms.

Should the stores of the United Chemists Company become agents for the Riker & Hegeman chain, Mr. Whelan believes that it will be a tremendous proposition for both concerns.

"It has been demonstrated," he said, "that these combination stores can be operated with profit in places where it will not pay to open a large drug store or cigar store. We believe they will add materially to the net earnings of the United Cigar Stores Company. I think they will be more profitable than our agency plan."

Suit for $25,000 Brought on Cigar Label

Jesse Roberts, a well-to-do manufacturer of neckwear, recognized his wife's portrait on the label of a cigar box which was passed over the bar to him one night last summer in a Bronx cafe, and as a result nothing but the cold weather was able to cool him off. With the advent of winter he has filed a suit in the Supreme Court for $25,000 against the manufacturers of the brand which happened to be sold under the label bearing Mrs. Roberts' picture. E. Kleiner & Company happen to be the unfortunate manufacturers.

A representative of the company against whom the suit has been brought, states that the present Mrs. Roberts before her marriage operated a wholesale liquor store in the Bronx which was managed by her brother, and that the brother with a power of attorney of his sister furnished the photograph of the present Mrs. Roberts and requested that two thousand cigars be made up with his sister's picture on the label. The order was filled out of friendship as the man was a former employee, as the company does not care to take such small orders for cigars to be packed under a special label. E. Kleiner & Company knew nothing further of the matter until suit was brought.

"United" to Open in Green Bay, Wis.

It has been announced in Green Bay, Wis., that the store now occupied by James Hoeffel, at the corner of Washington and Pine Streets, has been leased to the United Cigar Stores. The store will be renovated and it is expected that the chain management will occupy their new quarters about March 1st.

San Francisco

Expositions and Conventions Promise Big Year for the Coast Trade—"Say-So" Brand of S. R. Moss Company Going Well—Wolf Company Handles Package Goods of S. Monday & Sons

San Francisco, January 20.

THE annual inventories and the sizings-up of the situation are now about completed, and the real work of realizing on the abundant prosperity which everybody knows is here is now to be taken up by the cigar trade. The San Diego Exposition is open, the Los Angeles tourist season is well under way and the San Francisco Exposition will open within a month. Something like three hundred national conventions of varionus sorts are to be held in San Francisco during the coming summer; and these, together with the big Exposition, are expected to keep San Francisco's population at the highest figure ever known. The local cigar trade is in good shape to care for these visitors as far as cigars and tobacco are concerned. A large number of the stores have been refitted and improved during the past year with a view to getting ready for increased trade. On the exposition grounds, the cigar wants of visitors will be looked after by M. A. Gunst & Company and H. L. Judell & Company, as well as by special arrangements at a number of the concessions. The holders of the cigar concessions are unanimous in declaring that there will be no deterioration or reduction in the quality or size of the cigars sold on the grounds as compared with the usual prices.

H. L. Judell, of H. L. Judell & Company, is now devoting some little attention to the finishing touches on the Judell "Smoke Shop" on the Panama-Pacific Exposition grounds. Mr. Judell takes a lot of pride in the appearance of the building and in the goods that are now coming in for display and sale in it. He says that only the largest and best sizes of "Websters," "Flor de Moss," "Watt," and other cigars will be sold, and that these will be sold at the same prices asked for elsewhere.

The "Say-So" line of the S. R. Moss Cigar Company, of Lancaster, Pa., has just reached H. L. Judell & Company, in the new Sanitary package running six cigars to a package. The first shipment took so well on the first showing that additional supplies were telegraphed for at once.

Bert Solomon, formerly central California salesman for M. A. Gunst & Company, will hereafter act as San Francisco salesman for the same house. Lewis Cheney, who was formerly resident salesman at the San Francisco wholesale headquarters, has also taken a place as city salesman for the house. Irvin H. Carlton, who spent last year with the wholesale department, is making good at his new post in central California.

R. V. Morrison, traveling representative for Cayey, Caguas & Company, has been visiting the local trade for several weeks, making his headquarters with Charles Mattheas & Company, Pine Street wholesalers. Charles Mattheas, president of the latter house, who has been on the sick list for several months, is now so far recovered that he is spending some time at the store.

W. L. Lyons has bought out the cigar business of W. J. Cronin at San Diego, Cal.

B. B. Hampton, of the American Tobacco Company, who was in San Francisco this week on his first tour of the Pacific Coast, has added his voice to the general feeling of optimism which has arrived with the new year. Mr. Hampton is pleased with the State, with Los Angeles, with San Francisco and with the first view of the Panama-Pacific Exposition. He is, moreover, pleased with the tobacco outlook throughout the West. He says that, while business shows a general tendency to improve throughout the country, it is certainly better on this side of the Missouri River than in the eastern end of the country. From here Mr. Hampton will go North for a visit to Oregon and Washington.

Henry Harris, for many years associated with E. A. Goodman in the Harris-Goodman Cigar Company, in San Francisco, died here a few days ago at the age of fifty-four. While Mr. Harris was well-known in the trade as a live retailer, he was known to the San Francisco public as a baseball promoter of renown. He retired from the baseball business in 1905, shortly after entering the trade, and retired from the latter about six years ago.

The Edward Wolf Company, San Francisco cigar jobbers, are continuing the process of extending and strengthening their lines for the exposition year. A few weeks ago the company took on the "Royal Banner" and "E. B." lines of the Banner Cigar Company, and has now added the small package lines of S. Monday & Sons, of Brooklyn. The big campaign on the "Royal Banner" has not yet been started, but should be under way before the end of the month. W. A. Yochem, representative of the manufacturers, is now overdue. As soon as he arrives the preliminary work for the advertising campaign will be started.

Edward Marshall, representing the "Rey Oma" line of cigars, spent last week in San Francisco visiting his friends in the retail trade. He came up from the South, where he reports the new year as having made a good start.

Emil Judell, of H. L. Judell & Company, has returned from a short trip through the towns and mining camps of Nevada. He did a good business, especially in the larger towns, where money seems to be quite plentiful.

P. Brannan, of Marysville, Cal., has been visiting the San Francisco trade this week. J. W. de Jong, of Louisville, Ky., has also been visiting the trade.

Al Korn, traveling representative for S. H. Furgatch & Company, makers of clear Havana cigars, writes that he expects to get to San Francisco next month, arriving about the time the big fair opens.

Schwartz & McCabe have bought out the cigar business of J. Ryder in this city.

Jose M. Diaz, of Bustillo Brothers & Diaz, is another Eastern cigar man who is due to reach San Francisco soon after the opening of the Big Show. Mr. Diaz expects to reach the Coast some time in March. He will be met here by Arthur Meyer, Pacific Coast representative of the house.

Sol Arkush, of the Pacific Cigar Company, who was slightly injured by being struck by an automobile a couple of weeks ago, is now entirely recovered. He reports a good demand for "Luis Martinez" cigars.

Allen.

Big Cigarette Shipment for Japan

Cigarettes comprising five hundred cases valued at $41,625, were among the cargo of the "Mexico Maru," which sailed from Seattle recently for the Orient. The cigarettes were of Egyptian and Turkish and numbered 25,000,000. They are for the Japanese market.

Cigar Factories in Utah

According to Deputy Revenue Collector S. D. Chase, of Salt Lake City, Utah has thirty cigar factories. Of this number twenty-three are divided between Salt Lake City and Ogden. Park City has two factories, while Wellsville, Eureka, Helper, Clear Creek and Mt. Pleasant have one each.

Ethics of Salesmanship

THE young traveling man is apt to think that his only duty is to keep patrons from learning that there may be any one else who might supply their needs in the line carried by himself. Perhaps one of his first lessons should be to impress upon his mind the fact that he must be ever on the alert to make new friends and to sell to those whom he had not called on before.

He should early learn that he cannot expect to keep his customers all of the time, though he should make every fair effort to do so. If he does not add new names to his list the time will surely come when he may not get orders enough from the old ones to pay expenses and then it will be a long leave of absence for him with no salary to depend upon for grocery bills. Sometimes a valued patron, whose orders have been a regular standby for years, wakes up to the idea that he needs a new line of goods to freshen up his stock, and then he forgets old friends. Perhaps an old customer retires from business and gives his cares over to a son; the young man feels the dignity of his position and one may easily queer himself with him by telling of the lines which his father bought. Probably the son thinks that he will show his independence by laying in a different stock, and he looks for another salesman who will defer more to his judgment. A very slight thing, a casual remark that seemingly has no significance may turn the tide and lose trade.

The salesman who does not find new customers all of the time might as well quit and leave the road, for his time is limited, and his usefulness almost at an end. For this reason it is not well to confine attention to one firm in each town, but to call on all of them, even where exclusive sale is granted. If he begins in this way, to get larger orders by making one merchant think that he is the only one in town who can carry the goods, the time will come when he needs the good will of the others and cannot get it. They will remember that he never called on them before and will resent it, knowing that his only patron heretofore has had an advantage over them.

No matter how strict a firm's policy may be regarding exclusive agencies, a salesman is not justified in neglecting to cultivate the acquaintance and favorable regard of other merchants or, like the foolish virgins in the parable, he will find that it is too late. Some men must be always making new friends because they cannot keep the old ones.

The day has gone by when the tricky salesman can last long. Perhaps one of them has tried it, and learns that he has been found out, or fears that he may have been. In that case the only thing that he can do is to keep on making new patrons or until he has to leave the place off his route. Such men must eventually find that they have outlasted their usefulness and will have to get into other business.

Some salesmen are too impatient. They cannot realize that their customer may be thinking over his needs, as they talk; they will censure him as slow, and consider their own time too valuable to waste on such a pokey man, who cannot make up his mind about his order in a hurry.

Impatience has lost many a sale. The traveling man may want to take a certain train to get to his next stopping place, but even so, he should make sure that he has not been too hasty before he ceases his efforts and, perchance, loses a sale. The city man may show his contempt of the country youths who are content with staying in the smaller place. He may not know that this very youth, whom he treats so superciliously, is often consulted in making up an order, and will naturally resent a lack of civility to him.

The youthful clerk of today is frequently the proprietor of tomorrow. Each individual employee in a retail store must be looked upon as a potential buyer and a prospective proprietor, sooner or later. Merchants nowadays want the salesman to talk business without undue delay, and then betake himself away. The world is growing too busy to bother with undue preliminary jockeying. It is best to get to business in a dignified way and leave horse-play to others.

Sales are lost by having different prices for different customers. Sooner or later they get together and compare prices and those who have paid the higher rate will resent this discrimination. It is an excellent rule not to talk ill of a competitor. Spend the time selling goods and not in telling tales of others.

The world has but little use for a gambler and the man who plays poker is sure to lose out in the long run. If he wins his customers' money they will be angry, and if they win his they will think him a fool and lose confidence in him. The safest way to succeed in business is to abstain from gambling. The new man who takes a merchant's "no" seriously, when he asks him to look over a line, may lose orders; whereas, quiet, gentle persistence will do much to win a reversal of opinion. Nor will he gain respect if he spends too much time in going to the ball game, fishing or in other sports.

Misrepresenting goods has lost many a future sale. It may win for the moment, but the next time one shows his goods he will not gain the coveted order. Constant change of houses will not be a winning plan, either, as the shrewd merchant will reason that there is something wrong if one cannot maintain his position with the old firm.

Common sense, tact, perseverance, and a fair idea of psychology must be the equipment of the man who wants to earn a living by selling goods on the road nowadays. This same psychology used to be called "judgment," a knowledge of human nature, and a lot of other things, but the correct term is psychology, a study of the action of the human mind. The man who has sold goods on the road for a number of years learns to study his patrons and to know how to approach them. No two prospective patrons can be treated in the same way. After several calls the new salesman will learn the idiosyncrasies of each man whom he calls on regularly.

Selling goods either on the road or in a store is a science nowadays. There is great competition and all must be prepared to meet it. Goods must stand largely upon their own merits; smooth talking does not always win orders. A reputation for reliability is an excellent business asset, and the traveling man who gets the name of being on the square will get orders quicker than he who is tricky and must be watched. The latter may carry a line that is necessary for the patron to have, but he will buy cautiously and with fear lest he be taken in. Perhaps the trickster may have learned his lesson and turned over a new leaf, but the old previous evasions may take years to establish a more just reputation.

It pays to be honest, and the maxim holds good in all lines of business. It is not wise to think that because one is to leave town in a short time and may not return for several months, that the man whom he has gotten the best of in a sharp bargain will forget it.

People have long memories, and one may be turned down in the next deal. No matter if the line is not what one would like to carry, its good points and how to present them to the best advantage should be learned. Perhaps some desirable man may want just such a line for some one class of people whom he cannot interest in better goods, or in other qualities.—"Exchange."

Detroit

January Prosperous Month for Manufacturers—New Statler Hotel Ready for Opening—City Takes Rank as Cigar Box Center

Detroit, Mich., January 26.

THE year 1915 starts out very well for both lines of trade, and if predictions do not miscarry, Detroit will break all records for the twelve months to end December 31, 1915. January was unusually prosperous for local manufacturers.

Bunches of salesmen were here in January, among them being Ben Lesser, of F. Lozano & Company; Jack (Aploma) Kelly; Jack Planco; Philip Verplanck, of the Preferred Havana Cigar Company; George W. Stocking, of Marcelina, Perez & Company; Bill Higgins, of Park & Tilford; Al Korn, of S. H. Furgatch & Company, and among the leaf tobacco men: Billy Levison; Howard Kinney and John Duys; Harry Spingarn and Harry Nathan, and Fred Singer.

The New Hotel Statler will be operating by the time this issue is in the hands of our readers. The formal opening is scheduled to take place Saturday, January 30th. The Statler contains 800 rooms, and is located at Grand Circus Park and Washington Boulevard. It is directly opposite the Hotel Tuller, which is enjoying a most remarkable business. Harry R. Parker is the manager of the cigar department at the New Statler, which is controlled by Seidenberg & Company, also operating the cigar departments in the Statler Hotels in Buffalo and Cleveland. Mr. Parker, by the way, was formerly with the Cleveland house.

The annual Automobile Show took place in Detroit the week ending January 23rd, and was an excellent drawing card for the hotels, as well as booming trade for the cigar dealers.

The front of the O'Brien store on Woodward Avenue, near Fort Street, is being entirely remodeled. Many improvements will be made, which include the cigar department.

Walter N. Trombley, for the past fifteen years connected with the Smokers' Inn, on Pearl Street, Mt. Clemens, Mich., has become sole owner of the business, having purchased the working interest of his partners. Fifteen years ago Mr. Trombley and Bob Peltier opened the store as a cigar and billiard parlor, Mr. Peltier later retiring. Six years ago Mr. Trombley formed a partnership with Howard Goresbeck, the firm being known as Trombley & Goresbeck. Recently Mr. Goresbeck retired. The Smokers' Inn enjoys a very liberal patronage, and is a popular place—and Mr. Trombley, better known as "Dad," is largely responsible for this condition. He carries an excellent line of cigars, tobaccos, pipes and other smokers' articles.

The Fort Street store of E. M. Harris & Company, Detroit, is rapidly forging ahead. The sales are showing an increase almost daily. The new branch in the David Whitney Building will not open before March or April. The lease starts May 1st, but as the building is practically completed and many of the offices occupied, it may be that the company will open sooner than May 1st.

Detroit is very important as a cigar box manufacturing center. It is estimated that seven and a half million board feet of lumber are used annually in this industry in Detroit. Two and three-quarter million feet are used by the Wadsworth-Campbell Company. The Cadillac Cigar Box Company, the Ritter Cigar Box Company and the Michigan Cigar Box Company use the rest. The output of the Wadsworth-Campbell Company is between nine and ten thousand boxes daily and over two and a quarter million boxes annually. The Ritter Cigar Box Company, organized in 1912, makes about six thousand boxes a day, or about 1,408,500 boxes a year; the Cadillac Cigar Box Company has an annual output of about a million boxes, while the Michigan Cigar Box Company make four thousand boxes a day.

Al U. Thornburg.

Trade Jottings

H. W. Spies, a cigar manufacturer of Grand Mound, Ia., reports a nice business.

Maurice Goldsmith, a cigar dealer located at 1130 Washington Street, Boston, Mass., has made an assignment in favor of Isaac J. Goldsmith.

The "United" out in Minneapolis, Minn., recently held one of its "Bargain Days." "Jubilee," a cigar which retails at three for twenty-five cents, was sold for a nickel.

W. E. Eaton, cigar dealer, 106 North Pennsylvania Street, Indianapolis, Ind., had his automobile stolen recently from in front of the Fletcher Trust Building, that city.

Thieves visited the cigar factory of Joseph Ducios, Franklin, N. H., and secured about eight hundred cigars. The proprietor believes the theft to have been the work of boys who were recently seen prowling around the premises.

Fire destroyed the tobacco barn of T. B. Hammonds, five miles from Danville, Ky., on the morning of December 31st. The barn contained 50,000 pounds of tobacco, farming machinery, and will entail a loss of about $12,000.

The United Cigar Manufacturers Company have declared the usual quarterly dividend of one per cent. on its common stock, payable February 1st. The books close January 19th and re-open on February 5th.

From Birmingham, Ala., via the R. D. Burnett Cigar Company, comes the report that the sales of the company in that territory on the Porto Rican American Tobacco Company's "Pertina" and "El Toro" brands during the year 1914 totaled 1,500,000 "Portinas" and 1,800,000 "El Toros."

Thieves recently entered the cigar store of Frank Bradish, at Adrian, Mich., and secured only five dollars. An attempt had been in progress to open the safe, but evidently the gang was frightened away before it was able to complete the work. The safe contained about two hundred dollars in cash.

Berg & Hobold, St. Louis, Mo., who recently announced their intention of entering the jobbing business, have a new clear Havana private brand. It is known as the "La Amena" and comes in three sizes. The cigar is manufactured for Messrs. Berg & Hobold by Arnold Tietig & Son, and retails at three for a quarter, ten cents straight and two for twenty-five cents.

Mr. Frank, of the Campbell-Frank Cigar Company, Portland, Ore., speaking recently concerning the Christmas trade, stated that Christmas Day revealed but a few holiday packages on hand. They were mostly eightieths packings. He also stated that the local territory had about tired of this particular packing, and it was probable that they woud not be again ordered.

The Ten "Demandments" of an Employer

A BUSINESS man who has a large number of employees under him, has posted up in various departments of his establishment cards which bear the above caption and the following terse rules. These make it very plain what he expects, and what he does not expect, of those who draw salaries from him:

Rule I.—Don't lie—it wastes my time and yours. I'm sure to catch you in the end, and that's the wrong end.

Rule II.—Watch your work, not the clock. A long day's work makes a long day short, and a day's short work makes my face long.

Rule III.—Give me more than I expect, and I'll pay you more than you expect. I can afford to increase your pay if you increase my profits.

Rule IV.—You owe so much to yourself that you can't afford to owe anybody else. Keep out of debt or keep out of my shops.

Rule V.—Dishonesty is never an accident. Good men, like good women, can't see temptation when they meet it.

Rule VI.—Mind your own business and, in time, you'll have a business of your own to mind.

Rule VII.—Don't do anything here which hurts your self-respect. The employee who is willing to steal for me is capable of stealing from me.

Rule VIII.—It's none of my business what you do at night, but if dissipation affects what you do next day, and you do half as much as I demand, you'll last half as long as you hoped.

Rule IX.—Don't tell me what I'd like to hear, but what I ought to hear. I don't want a valet to my vanity, but I need one for my dollars.

Rule X.—Don't kick if I kick—if you're worth while correcting, you're worth while keeping. I don't waste time cutting specks out of rotten apples.—"The Commercial Union."

Karl Cuesta En Route to Exposition

En route to San Francisco, Cal., where he will take care of his company's exhibit at the Panama-Pacific Exposition, Karl Cuesta, of Cuesta, Rey & Company, Tampa, Fla., the "Truly Spanish" house, in company with Julius Cahn, recently stopped off at Cincinnati, O. While in that city, Mr. Cahn introduced Mr. Cuesta to various members of the trade. Both were given a cordial reception.

J. J. Barnes Cigar Company

The J. J. Barnes Cigar Company is the latest company to join the wholesale cigar ranks of Atlanta, Ga. Mr. J. J. Barnes, Jr., who was formerly connected with the H. L. Schlesinger Company, of Atlanta, is the head of the company. He is well known throughout the trade.

Joseph T. Snyder, Poet

Joseph T. Snyder, the well-known cigar man of Buffalo, N. Y., is nothing if not original. It will be remembered that a short time ago, there appeared in these columns a small piece of verse relating to the merits of the "San Felice" cigar, manufactured by the Deisel-Wemmer Company. Mr. Snyder now gives the "El Verso," manufactured by the same company, and the mate of the "San Felice," its due. The lines follow:

"Dear Folks at home,
This message heed:
I haven't all
The Smokes I need.
So here's a tip
I'll give to you;
Send some 'El Versos'
P. D. Q."

Growth of Los Angeles Jobbing House

IN May, 1909, Isi Klingenstein brought a new factor into cigar jobbing circles when he succeeded in reorganizing the old Los Angeles firm of Kingsbaker Brothers Company and launched it into Southern California under the new name of Kingsbaker-Klingenstein Company. Prior to this connection, Mr. Klingenstein had been connected with the cigar business in California for twenty years.

E. E. Klingenstein.

April 1, 1910, Mr. Klingenstein and his associates bought out the Kingsbaker interests but continued the firm name of Kingsbaker-Klingenstein Company. On May 18, 1912, Mr. Klingenstein having acquired the holdings of Kingsbaker Brothers, changed the name of the concern to that of the Klingenstein Company.

The former location of Kingsbaker Brothers has been retained but has been altered into more commodious quarters, the constantly increasing business of the company requiring more floor space. One of the features is an up-to-date humidor with a capacity of one million cigars.

In clear Havanas the leaders with the Klingenstein Company are the "Webster," "American" and "Admiration." In mild Havana cigars "Y-B" and "La Preferencia." Their leaders in five-cent cigars are the following: "Cinco," "Spana-Cuba," "Feifers Union," "Yocum Quality," "Panet," "Y-B Leaflet," "Trade Mark," "El Proviso," "Lord Lytton," "Larona," "Edwin M. Stanton."

They are the sole agents for the product of the Surbrug Company, viz., "Milo," "Arab," "Harem," "London Gold Tips" and "Duke of York," in cigarettes; "Arcadia," "Golden Sceptre," "Floss Cit," in high-grade smoking tobaccos; "Zig Zag" and "Purple Book" cigarette papers.

The success that this firm has already gained is but the forerunner of a still greater achievement.

Opportunities

This is the time to take advantage of opportunities—Business Opportunities. On page 31 of this issue will be found small notices of interest to the entire tobacco trade.

Do you need a salesman or a manager? If so, use these columns.

If you wish to purchase used machinery or have any to sell, the Business Opportunities page will supply the need.

"The Tobacco World" through its Business Opportunities page offers a quick method of disposing of that which you do not want or of securing what you do want.

When in need or in a hurry try our Business Opportunities page.

Charles N. Krohn, of Charles N. Krohn & Company, Cincinnati, O., importers and jobbers, left recently for a pleasure trip to Panama and South America. Mr. Krohn expects to be gone about six weeks.

The Cuban Market

From Our Exclusive Bureau

Havana, Cuba.

Havana, January 23.

THE first fortnight of January has shown up better in our leaf market than expected, although some of our commission merchants are to be thanked in having swelled the total amount of sales, as they had received orders by cable from their customers to purchase quite liberally for their account. The buyers for the Spanish Regie have not ceased operating in the lower grades of leaf, which is principally consumed in that country. The German exporters have also contributed their share in picking up all the suitable classes for Germany, and which are to be shipped by way of the neutral countries. The demand for South America has been only moderate, but every little helps. Our cigarette manufacturers, and also one cigar manufacturer, have been buying to some extent.

Prices have not yet advanced worth noting, but the market is nevertheless firmer, and the tendency for certain grades is decidedly upward. Some holders of heavy quality Vuelta Abajo styles and also Vuelta colas, are asking higher figures, and absolutely refuse to entertain any lower bids. In fact, we firmly believe that all goods which will stand the storage in our climate without any danger of deteriorating, are bound to fetch considerably higher figures as soon as the smallness of the coming crop shall have been established as a fact.

In order to give the readers of "The Tobacco World" an opportunity to get an approximate idea of the stocks on hand, and for sale here in the open market, upon January 1st, we submit herewith our calculation, which, unfortunately, through the refusal of our large leaf dealers to disclose their holdings by an inspection of their stock books, we are unable to verify exactly. We had to estimate the sales direct from the farmers in the country to our manufacturers, exporting houses and packers, for their Northern customers, as well as some American firms, who bought also in the country, and possibly we may be a little out of the way, one way or the other. We have also estimated the whole crop of the Island of Cuba, and given a recapitulation for the last ten years. This shows that the total crop of 1914 has been the largest ever harvested in Cuba, and if the war had not crossed the plans of the whole commercial world, we might have been able to produce entirely different statistics. Generally speaking the crop was universally liked, there was a good healthy demand from all parts of the globe, and the bulk of the crop would have been sold by this time at fair prices. However, as matters stand at present, and if the coming crop should prove to be the smallest ever harvested in this century, then the combined growths of last and this year may barely suffice to supply the demand of the manufacturers for the next two years to come. Furthermore, it must not be overlooked, that while the number of bales for sale appear large, there are, however, good, medium and also some poor tobaccos, which cigar manufacturers might refuse to buy at any price.

The weather is at last seasonable, but it remains to be seen whether it might not be too late for the plants, which have become sickly through the excessive quantity of rainfalls, to recover their growth. In the Santa Clara region we have heard that too much rain has likewise damaged the prospects of even a medium crop in quantity seriously, and that some farmers have cut the original stalks, without trying to gather them in, as they were worthless. Their object was to see whether by cutting the principal shoot of the plant, they might not succeed to get good capaduras from the next shoot. This remains to be seen, as some farmers claim that if the roots have become sickly, they cannot expect to produce a second healthy growth. The principal hope lies in the smaller plants, which may have escaped destruction and develop in good shape.

Sales during the past fortnight totaled 19,513 bales, which were divided into: Vuelta Abajo and Semi-Vuelta, 4591; Partido, 1069; Remedios, 10,581, and Oriente, 3272 bales.

Buyers were: Americans, 9661; Canadians, 1351; exporters to Europe, 6153; shippers to South America, 731, and our local manufacturers of cigars and cigarettes, 1617 bales.

Receipts of Leaf Tobacco From the Country

For the two weeks ending January 14, 1915:

Vuelta Abajo	4,799	bales
Semi-Vuelta	695	"
Partido	216	"
Remedios	9,899	"
Oriente	3,272	"
Total	18,881	"

Exports of leaf tobacco from the port of Havana for the two weeks from January 4 to January 16, 1915, totaled 10,073 bales, which were distributed to the following countries, viz.: To all ports of the United States, 5424; to Canada, 965; to Spain, 2981; to the Netherlands, 125; to London, 10, to Gibraltar, 7; to the Canary Islands, 30, and to South America, 531 bales.

Buyers of Leaf Tobacco That Come and Go

Arrivals—From New York: Joseph Frankfurt, of Calero & Company; A. L. Ullnick, of M. J. Lopez & Company; Mr. and Mrs. Emilio P. Cordero, of E. P. Cordero & Company; A. Bijur, of E. Rosenwald & Brother; Manuel Lopez,

(*Continued on Page 27*)

The Cuban Market

(Continued from Page 26)

of Manuel Lopez & Company; Benito Rovira, of the Benito Rovira Company; Sidney Goldberg, president of S. Batt & Company; Aleck Goldschmidt, of A. Blumlein & Company, and Ernst Ellinger, of Ernst Ellinger & Company, also with a warehouse here in Havana.

From Tampa: Colonel Alvaro Garcia and Francisco Gonzalez, of Garcia & Vega; Angel L. Cuesta, of Cuesta, Rey & Company.

From St. Augustine: Agustin Solla, of Agustin Solla.

From Key West: Tomas and Eduardo Gato, of the E. H. Gato Cigar Company; Francisco Fleitas, of S. & F. Fleitas.

From Chicago: Charles Riegel, of Charles Riegel; B. Martinez, of Martinez & Company; Mike Friedman, of M. A. Friedman & Company; H. B. Franklin, of H. B. Franklin & Company, and Abe Kerr, of Kerr & Company.

From Milwaukee: C. K. Reichert, of the Reichert Leaf Tobacco Company.

From Philadelphia: Herman Vetterlein and Martin Brock, of Julius Vetterlein & Company.

From Toronto: Rufino Alvarez, of Rufino Alvarez.

Departures—To New York: Lewis Cantor, A. Bijur and Charles Landau.

To Montreal: Henry and Herman Simon.

To Chicago: Peter Wohl, Harry E. Landfield and Charles Riegel.

To Philadelphia: Herman Vetterlein and Martin Brock.

Cigars

We beg to enclose a table of the exports of cigars from the port of Havana, showing the differences according to countries in the years 1913 and 1914, and also the exports of leaf tobacco.

Business in the cigar factories is moving along in a subdued fashion, and we dare not look for any improvement until the European war should come to its close, or until we should have a new reciprocity treaty between the United States and Cuba, cutting the present exorbitant, high, protective duties squarely in half.

Romeo y Julieta is one of the few factories which is working comparatively well, particularly as Don Pepin Rodriguez, who arrived here in good health on the twelfth instant, accompanied by his nephew, Don Fernando Palacios, from New York, by the steamer "Saratoga," had brought along very high-priced orders for cabinets destined to England, and also orders for France, to be shipped next month, besides fairly good orders from the United States. The many friends of Don Pepin, who had assembled on the dock, gave him a rousing welcome home again.

Partagas is also fairly busy with orders from the principal consuming countries, turning out 40,000 cigars per day.

H. Upmann & Company do not complain, as they are in receipt of steady orders, although they admit that they would be more pleased if they were of larger quantities each time.

Sol is working steadily upon the same basis as heretofore.

Leaf Tobacco

Leslie Pantin purchased for account of his customers in town, and also by direct cable orders, 4115 bales of leaf tobacco of all kinds this month.

Herrera, Calmet & Company were sellers of 1597 bales of Remedios leaf during the last two weeks.

Mark A. Pollack was also one of our busy commission merchants, as his purchases aggregated the respectable amount of 3658 bales of leaf tobacco this month.

A. Bijur, of E. Rosenwald & Brother, of New York, has purchased 1533 bales of leaf during his stay here, so we hear from a good source.

Jose C. Puente & Company closed out 932 bales of Vuelta Abajo, Partido and Remedios in the last two weeks.

Herman Vetterlein bought for their firm of Julius Vetterlein & Company 1432 bales of leaf of different kinds.

F. Rocha & Company disposed of 655 bales of leaf of all kinds during the last fortnight.

Hinsdale, Smith & Company were buyers of 450 bales of leaf, Remedios and Vuelta Abajo, during the past two weeks.

Rodriguez, Menendez & Company sold 607 bales of Vuelta Abajo and Remedios to their customers in the past fortnight.

Ventura Blanco purchased 397 bales of leaf for his Philadelphia factory during his stay here, after having registered all the different vegas for Otto Eisenlohr & Brothers.

I. Kaffenburgh & Sons were sellers of 300 bales of Remedios, low grades, to the local exporters for Germany.

J. F. Berndes & Company were buyers, for account of their customers, to the extent of 2107 bales of leaf, of which 1420 were bought direct from the farmers in the country.

Exporters above 200 bales of leaf from the port of Havana, from January 2 to January 16, 1915, inclusive, were:

Sobrinos de A. Gonzalez	3,228	bales
C. Arnoldson & Company	2,382	"
Walter Sutter & Company	1,748	"
Leslie Pantin	1,198	"
Mark A. Pollack	849	"
A. Moeller	794	"
Havana Tobacco Stripping Company	783	"
Virgilio Suarez	740	"
C. E. Beck & Company	665	"
Nunez, Diehl & Company	625	"
Michaelsen & Prasse	568	"
J. F. Berndes & Company	525	"
H. Upmann & Company	515	"
I. Kaffenburgh & Sons	395	"
Manuel Suarez	288	"
Allones, Limited	272	"
Arguelles, Lopez & Brother	259	"
E. Ellinger & Company	249	"
Maximilian Stern	239	"
Menendez & Company	226	"
Jose Suarez & Company	206	"
	Oretaniv.	

Welch's Stimulant

The war offers many opportunities to the persistent advertiser, and this fact has been observed by some of the leading producers of the country.

Here is a message found in a brochure to the trade sent out by the Welch Grape Juice Company:

"Go back and advertise. Get ready for the most tremendous business boom that any nation ever had. Build your factories bigger. Train more salesmen. Borrow more money. Go ahead, and thank God that you are alive, and that your family is alive, and that you are living in a land that is at peace, at a time when nearly the whole world is at war."

Lilly, Dungan & Company, Baltimore jobbers, report a fine business on the popular "Reynaldo" brand. Mr. Lilly states that business is very satisfactory.

Charles G. Emery

CHARLES G. EMERY, a pioneer tobacco manufacturer and the first treasurer of the American Tobacco Company, died on the fifteenth instant at his home, No. 1 West Seventy-second Street, New York. He had been in failing health for some time and retired from active business eight years ago. He was seventy-eight years old.

Mr. Emery was a director of several banks and a well-known clubman. He was intensely interested in art and his collection of sculpture and French paintings is said to have classed him as a connoisseur.

The deceased is survived by three daughters. He was a member of the following clubs: Metropolitan, Manhattan, Lawyers, New York Yacht and Union League. He was also a member of the Chamber of Commerce.

William H. Harris

William H. Harris, formerly vice-president of the American Tobacco Company, died on Monday at his home at Irvington-on-Hudson, N. Y., in his sixtieth year. Mr. Harris became associated with the Pullman Company in Chicago and resigned to assist in the formation of the American Tobacco Company. At the time of the dissolution of this company, and for many years previous, he was chairman of the British-American Tobacco Company and took an active part in obtaining foreign business.

The deceased is survived by a widow, three sons and one daughter.

Ferdinand Haak

Ferdinand Haak, founder of the Haak Cigar Company, and an independent cigar manufacturer of Davenport, Ia., since 1870, died recently with paralysis, after a lingering illness of many months.

Mr. Haak was born in Elmshorn, Germany, in 1845. With his parents he came to this country in 1857. He attended the Davenport public schools and upon graduation became an apprentice cigarmaker. When he finally entered the field in 1870 as an independent manufacturer he had only a few rooms. Later he took the three-story building at Third Street and Western Avenue. Finally he outgrew this building and erected a large factory at Fourth Street and Western Avenue, which stands as a monument to his diligence.

The deceased is survived by five daughters and two sons.

Joseph Lasitschka

Joseph Lasitschka, one of the finest meerschaum carvers in the country, died recently at his home in Hoboken, aged fifty-three years.

Mr. Lasitschka had been a resident of Hoboken for thirty-five years. He was the proprietor of a meerschaum pipe store at 207 Washington Street, one of the most unique establishments in the city.

The deceased is survived by a widow, a daughter and two sons.

Edward Greenfield

Edward Greenfield, for twenty-three years a cigar manufacturer of Brooklyn, with a factory on Broadway, died recently at his home. The deceased was born in Hungary and was forty-three years old at the time of his death. He is survived by a widow, four daughters and two sons.

Charles E. Chambers

Charles E. Chambers, for many years a cigar manufacturer in Port Huron, Mich., died recently of apoplexy at his home in that city.

Mr. Chambers came to Port Huron in 1886 and engaged in the manufacture of cigars with C. E. Mudford under the name of Chambers & Mudford. Later the partnership was dissolved and Mr. Chambers opened his own factory. He was a member of the Knights of Columbus.

The deceased is survived by a mother and a widow.

E. A. Corlis

E. A. Corlis, a dealer on the Cincinnati and Louisville tobacco markets for more than thirty years, died recently at his home in Brookville, Ky. He was well known among the tobacco trade in both Cincinnati and Louisville. He was fifty-nine years of age.

He is survived by a widow and two sons.

William F. Kirst

William F. Kirst, a cigar manufacturer of Kittanning, Pa., died recently of pneumonia at his home. He was fifty-three years old. The deceased is survived by a widow and two children.

John A. Lury

John A. Lury, of Kinston, N. C., a buyer for Liggett & Myers at Augusta, Ky., died recently at the Augusta leaf market of acute indigestion. The remains were shipped to Kinston for burial.

Death of A. A. Sprague

Taken ill at his home late last Sunday afternoon, in Chicago, Ill., A. A. Sprague, senior member of the wholesale grocery and cigar jobbing firm of Sprague, Warner & Company, that city, died a few hours later. Mr. Sprague was born in 1835 and was educated at Yale University. He was well known in the business world and was active in the management of his business at the time of his death. He was a gentleman of engaging presence and had a mighty host of friends covering all sections of the country. Mr. Sprague's beneficence was well known. He was also identified with various business concerns of more than ordinary importance.

J. E. Follin

J. E. Follin, president of the Follin Brothers Company, Charleston, S. C., wholesale and retail tobacconists, died last week at his home in that city, following a stroke of paralysis. In addition to being president of his company, which operated several retail stores in Charleston, Mr. Follin was a director of the Follin-Wingo Company, cigar manufacturers. Mr. Follin, who was sixty-eight years old, is survived by a widow and six sons.

Raymond W. Richards

Raymond W. Richards died at his home in Westfield, Mass., during the past fortnight. Until two years ago he had acted in capacity of treasurer of the Towne-Fuller Cigar Company, Westfield, in whose employ he entered when a boy of sixteen. He retired two years ago on account of bad health. He was forty-eight years old, and leaves a wife, two sons and a daughter.

Walter D. Watson

Walter D. Watson, Danville, Va., manager of the J. E. Perkinson's Leaf Tobacco Factory, died last week a few hours after having shot himself. No motive can be attributed for the deed. Mr. Watson was prominent in the tobacco trade for a long time, and was the son of Garrett Watson, at one period numbered among the most prominent and principal tobacco exporters of Virginia tobacco. He is survived by a wife, one son and four daughters.

Estimated Tobacco Statistics for the Island of Cuba

EXPORTS OF CIGARS FROM THE PORT OF HAVANA IN THE YEARS 1913 AND 1914.

	1913.	1914.	Increase.	Decrease.
1. Great Britain,	66,842,801	43,951,994		22,890,807
2. United States,	53,577,563	37,732,728		15,844,835
3. Canada,	13,319,147	8,229,412		5,089,735
4. France,	9,362,492	7,230,825		2,131,667
5. Germany,	14,028,326	5,187,946		8,840,380
6. Australia,	6,316,505	5,121,363		1,195,142
7. Chile,	3,488,234	1,730,502		1,757,732
8. Argentina,	3,928,061	1,146,432		2,781,629
8 Countries,	170,863,129	110,331,202		60,531,927
9. Spain,	5,428,515	8,274,730	2,846,215	
10. All other Countries,	6,942,686	5,345,186		1,597,500
	183,234,330	123,951,118	2,846,215	62,129,427

Net Decease in the year 1914, 59,283,212 Cigars.

Exports of Leaf Tobacco from the port of Havana:

All Countries from January 1st to December 31st, 1914,	314,754 bales.
All Countries from January 1st to December 31st, 1913,	322,121 "
Decrease in the year 1914,	7,367 "

Comparative statement of the 6 principal countries in the years 1913 and 1914.

	1913.	1914.	Decreases.	Increases.
United States,	259,758	239,922	19,836 bales	
Germany,	20,572	18,838	1,734 "	
Canada,	16,880	7,861	9,019 "	
Argentina,	12,102	10,281	1,821 "	
Spain,	4,518	25,802		21,284 bales
Netherlands,	455	4,098		3,643 "

Stocks of Leaf Tobacco at the port of Havana:

Stock on hand upon January 1st, 1914,		89,449 bales.
Receipts by rail and water from January 1st to December 31st, 1914,		489,036 "
Receipts in bundles and packed at Havana, of Semi Vuelta,		500 "
Receipts of Partido by carts in bales and bundles packed here,		65,150 "
Total stocks,		644,135 "
Less sales reported at Havana during the year 1914,	231,334 bales.	
Less sales in the country direct, **estimated,**	212,601 "	444,135 "
Stock on hand December 31st, 1914, **in first hands,**		200,000 "

Estimated Crop of Leaf Tobacco of the year 1914, of the Island of Cuba:

1914.	Vuelta Abajo.	Semi Vuelta.	Partido.	Remedios.	Oriente.	Total Bales.
Receipts at Havana, Jan. 1 to Dec. 31.	208,417	38,592	79,431	219,752	8,494	554,686
To arrive from the country still, **estimated,**	40,000	2,000	15,000	50,000	10,000	117,000
Consumption by manufacturers in the country,				25,000	20,000	45,000
	248,417	40,592	94,431	294,752	38,494	716,666
Less received of the 1913 crop up to April 30, 1914,	9,186	1,092	511	7,336	864	18,989
	239,231	39,500	93,920	287,416	37,630	697,697

Comparative Statement of the Crop of Leaf Tobacco, in the Island of Cuba during the last 10 Years, in round numbers, 1000 bale lots.

	1905	1906	1907	1908	1909	1910	1911	1912	1913	1914
Vuelta Abajo,	265	138	275	222	231	202	145	180	261	239
Semi Vuelta,	25	13	26	25	29	25	12	23	32	40
Partido,	58	42	60	54	67	53	68	72	88	94
Remedios,	120	92	130	193	175	101	105	263	189	287
Oriente,	15	9	21	26	15	11	2	42	21	38
	483	294	512	520	517	392	332	580	591	698

**Through the courtesy of the trade journal "El Tabaco", of Havana, we have secured the following figures from its edition of January 10, 1915.*

THE TOBACCO WORLD REGISTRATION BUREAU

The Tobacco World, established in 1881, has maintained a Bureau for the purpose of Registering and Publishing claims of the adoption of Trade-Marks and Brands for Cigars, Cigarettes, Smoking and Chewing Tobacco, and Snuff. All Trade-Marks to be registered and published should be addressed to The Tobacco World Corporation, 236 Chestnut Street, Philadelphia.

One Dollar for each title must accompany all applications. In case title or titles cannot be registered owing to prior registration, same will be returned immediately, less our usual charge for searching and return postage, or it will be credited if desired.

☞ Positively no responsibility assumed for errors, duplications or any controversies which might arise. We will not under any circumstances act in a legal capacity in cases concerning disputed titles. We maintain a bureau of records only.

REGISTRATIONS

TWO ANNA'S:—30,622. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. January 12, 1915. Rattling Good Cigar Co., Columbia, S. C.

SPRING CHICKEN:—30,623. For stogies. January 12, 1915. Edwards & Kildow, Alexandria, Ind.

MAJOR HANDY:—30,624. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. January 13, 1915. S. N. Booth, Newport, R. I.

FIJUME:—30,625. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. January 13, 1915. Tony Tomljanovich, Canton, Ill.

PIERCE ARROW:—30,626. For cigars. January 13, 1915. Oscar C. Svenningsen, Auburn, Me.

P. R. M. SMOKER:—30,627. For cigars. January 13, 1915. Oscar C. Svenningsen, Auburn, Me.

DE TRAW:—30,628. For cigars. January 13, 1915. H. A. Meiser, Newmanstown, Pa.

SAND:—30,629. For cigars. January 13, 1915. Petre, Schmidt & Bergman, Philadelphia, Pa.

LIBERTY SEAL:—30,630. For cigars. January 15, 1915. Schmidt & Co., New York, N. Y.

CAESAR Y LUCREZIA:—30,631. For cigars. January 15, 1915. Schmidt & Co., New York, N. Y.

DANDELL:—30,632. For cigars. January 15, 1915. I. Seitchik, Philadelphia, Pa.

DO DROP IN CLUB:—30,633. For cigars. January 15, 1915. Lacally & Greely, Newport, Ky.

STURTEVANT:—30,634. For cigars, cigarettes, cheroots, stogies and tobacco. January 15, 1915. W. J. Gould, New York, N. Y.

BENROSA:—30,635. For cigars, cigarettes and tobacco. January 15, 1915. Simon Batt & Co., New York, N. Y.

FLIVVER:—30,636. For cigars, cigarettes, cheroots, stogies and tobacco. January 15, 1915. W. J. Gould, New York, N. Y.

HAND MADE CROOKS:—30,637. For cigars, cigarettes and tobacco. January 15, 1915. J. D. Yantis & Son, McSherrystown, Pa.

PEERLESS KING:—30,638. For cigars, cigarettes and tobacco. January 15, 1915. F. M. Howell & Co., Elmira, N. Y.

LADY OF MY DREAMS:—30,639. For cigars, cigarettes, cheroots and tobacco. January 18, 1915. J. R. Nye, Birmingham, Mich.

TOVA:—30,640. For cigars, cigarettes and cheroots. January 18, 1915. Davis Cigar Co., Detroit, Mich.

TRAVLER'S PUFF:—30,641. For cigars. January 18, 1915. G. F. Lindemuth, Windsor, Pa.

CROATION FALCON:—30,642. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. January 19, 1915. Tony Tomljanovich, Canton, Ill.

PAN-TAMPA:—30,643. For cigars. January 19, 1915. Henry Rosenthal, Tampa, Fla.

JOYWEL:—30,644. For cigars and tobacco. January 19, 1915. H. M. Smith, Reading, Pa.

SYNOPSIS:—30,645. For cigars. January 19, 1915. John Fleeh, Dayton, Ohio.

WISH:—30,646. For cigars. January 19, 1915. Petre, Schmidt & Bergman, Philadelphia, Pa.

UPPER WHITE WAY:—30,647. For cigars. January 19, 1915. Morris Schlein, Jersey City, N. J.

IOWELL:—30,648. For cigars. January 19, 1915. S. Z. Reese.

CONNECTICUT CENTER:—30,649. For cigars and cheroots. January 19, 1915. Elm City Tobacco Co., New Haven, Conn.

COCULA:—30,650. For cigars, cigarettes and tobacco. January 20, 1915. A. Santaella & Co., New York, N. Y.

HOTEL LEADER:—30,651. For cigars. January 21, 1915. Wm. N. Leschey, Hanover, Pa.

PAL-BO:—30,652. For cigars, cigarettes, cheroots and tobacco. January 21, 1915. Congress Cigar Co., Chicago, Ill.

LITTLE IMPERIAL:—30,653. For cigars, cigarettes and tobacco. January 21, 1915. H. G. Gage, Greene, N. Y.

G. H. C.:—30,654. For cigars, cigarettes and tobacco. January 22, 1915. F. M. Howell & Co., Elmira, N. Y.

B. H. S.:—30,655. For cigars, cigarettes and tobacco. January 22, 1915. F. M. Howell & Co., Elmira, N. Y.

FLOR DE CONGRESS:—30,656. For cigars. January 22, 1915. Max Trebow, Chicago, Ill.

ONE-EIGHTY-ONE (1-80-1):—30,657. For cigars, cigarettes, cheroots, stogies. January 22, 1915. J. Brown, New York, N. Y.

SOUND POLICY:—30,658. For cigars. January 25, 1915. Garrett H. Smith, New York, N. Y.

MINORU:—30,659. For cigars, cigarettes and tobacco. January 25, 1915. Garrett H. Smith, New York, N. Y.

A LONG WAY TO TIP TIP:—30,660. For cigars. January 25, 1915. White Rose Cigar Co., Windsor, Pa.

HENNEPIN CLUB:—30,661. For cigars. January 25, 1915. C. B. Henschel Mfg. Co., Milwaukee, Wis.

SOUTHERN COTTONS:—30,662. For cigars, cigarettes, cheroots. January 25, 1915. Harry M. Kreh, Philadelphia, Pa.

PENN WHEELMEN:—30,663. For cigars, cigarettes, chewing and smoking tobacco. January 25, 1915. Merrill E. Goldman, Reading, Pa.

HAVANA MEDAL:—30,664. For cigars, cigarettes and tobacco. January 25, 1915. Cores-Martinez Co., Philadelphia, Pa.

LITTLE PICKS:—30,665. For cigars. January 25, 1915. White Rose Cigar Co., Windsor, Pa.

FACTORETTES:—30,666. For cigars. January 26, 1915. Ajax Cigar Co., York, Pa.

THE UMP:—30,667. For cigars and cigarettes. January 26, 1915. F. M. Howell & Co., Elmira, N. Y.

RICHARD:—30,668. For cigars and tobies. January 26, 1915. Pullman & Carle, Ashtabula, O.

CANCELLATION

SYNOPSIS:—30,645. For cigars. Registered January 19, 1915, by John Fleeh, Dayton, O. Cancelled January 27, 1915.

San Telmo Cigar Company Sees Good Times Ahead

Commenting on business conditions and the present outlook, Oscar Rosenberger, of the San Telmo Cigar Manufacturing Company, stated that as far as his firm is concerned, the outlook is exceptionally good for 1915. The jobbers in the West with whom the firm trades are reported to be optimistic. Certainly mail and telegraph orders have never been so heavy at the San Telmo factory, according to Mr. Rosenberger.

Colorado Springs Store Changes Owners

Frank and Clinton Osborne, well-known tobacco dealers of Colorado Springs for years, have recently purchased the cigar and tobacco store of Dibb & Farrand, at the corner of Kiowa and Tejon Streets. The new owners have taken possession and plan many improvements. Both were formerly connected with the Daut Cigar Company.

J. K. Peters Takes Over Frantz Factory

The cigar store and factory operated by Cyrus Frantz at 122 East Lincoln Avenue, Goshen, Ind., has been bought by J. K. Peters, an experienced cigarmaker. Mr. Peters states that he will have Mr. Frantz associated with him in the business, which he plans to operate along more extensive lines. All of the brands made and carried by Mr. Frantz will be continued by Mr. Peters.

Fire Destroys Tobacco Barn and Shed

From Lancaster, Ky., comes the report that fire destroyed the tobacco barn on the farm of T. B. Hammonds, four miles from Stanford, on the Danville Pike. Consumed by the fire were twenty-seven acres of tobacco stored in the barn, much farming machinery and tools. Insurance covering tobacco and barn amounted to four thousand two hundred dollars.

BUSINESS OPPORTUNITIES

For Sale, Wanted and Special Notices

RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

Special Notices.

"OLD DRURY" IS A SELF SELLING CIGARETTE
Willie Collier says, "Every puff a plug." Cork or plain. Write for territory. Old Drury Cigarette Co., 143 West Fortieth Street, New York City.

MONROE ADLER,
CIGAR BROKER,
186 N. La Salle St., Chicago, Ill. 6-17-he

LANCASTER STOGIE COMPANY,
MANUFACTURERS OF HIGH GRADE STOGIES,
120 Water St., Lancaster, Pa.

HIGHEST GRADE OF WHEELING STOGIES—That will please the most exacting smoker, are made by C. A. Kase, Seventh and Main Streets, Wheeling, W. Va.; Factory 33; Established 1895.

Wanted.

CASH PAID FOR CUTTINGS, SCRAPS & siftings.
Write to H. Adler & M. Meyerson, 332 E. 48th, New York

IMPORTANT NOTICE TO CIGARETTE MANUFACTURERS—We manufacture cigarettes for the trade; we also supply tobacco boxes and labels 25 per cent. cheaper than elsewhere. Brands registered. Write for particulars. Live distributors wanted. The Soter Company, 235 Canal Street, New York City.

Wanted.

WANTED—Unlimited quantities of "Seed Cuttings" and "Siftings." Get our new quotations for cash. Interstate Tobacco Company, 428 East 106th Street, New York City.

WANTED—HAVANA AND SUMATRA TOBACCO STEMS, 100-lb. bales. Give lowest price, and amount you can deliver monthly. Address Box 666, Tobacco World.

For Sale.

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 E. 78th St., New York. 9-1-tf

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1, or money refunded. Fifty cents per pound. Edwin Alexander & Co., 178 Water Street, New York.

FOR SALE—Bright granulated smoking tobacco, unflavored; ready to blend and bag; made of best old Virginia golden leaf tobacco; mild, colory and mellow. Prices from four to eight cents per pound, in quantity to suit. Send for samples. W. W. Morton, P. O. Box 145, Richmond, Va.

FOR SALE—Complete outfit of machinery and material for manufacturing cigar boxes. Wagler Brothers, Peoria, Ill.

Trade Jottings

A cigar store has been opened by Westley Hanna, at 1236 Palinfield Avenue, North End, Mich.

After a shut down to allow stock taking, many cigar factories in Souderton, Sellersville and Quakertown, Pa., have resumed operations.

Herman J. Levine, of Bieringer Brothers Company, Boston, Mass., was married recently. He and Mrs. Levine spent their honeymoon in the South.

A semi-annual dividend of 3 per cent. has been declared by the Dad's Cigar Company, of Hartford, Conn., and an extra 3 per cent. dividend on preferred stock of the company, payable January 15th.

The United Cigar Stores Company retail store at Asbury Park, N. J., was recently damaged to a considerable extent by fire which destroyed the building in which the store is situated. No definite loss can yet be announced.

William Thompson, for a number of years engaged in the cigar manufacturing business in Sedro-Wooley, Wash., recently purchased a half-interest in the cigar factory of William Haferkorn, in Everett, that State.

H. J. Schobert, of Jackson, Mich., has opened a cigar factory in Sherburn, that State, in the building located at the corner of Main and First Streets. Mr. Schobert has had ten years' experience in the manufacturing end of the cigar business, and is the first to enter the business in Sherburn.

Van Deman & Lewis Company Banquet Salesman

A very enjoyable informal dinner was tendered during the holidays just past, by the Van Deman & Lewis Company, Jacksonville, Fla., to the salesmen and other employees of the company. The affair was held in the Seminole Hotel. A menu comprising many delicious things was served, not the least enticing part of which were the cigars and cigarettes which followed. The brands included "Portinas" and "Gonzalez and Sanchez" cigars and "Anargyros Specials." Interesting talks formed part of the evening's entertainment. Bob Tatum ably discoursed on "Cigars, Tobacco and Cigarettes," while Clifford Corpening treated of "Selling Controlled Brands of Cigars." The comments since heard leave no doubt as to the success of the occasion.

New Home for Cincinnati Jobber

Henry Straus, the Cincinnati, O., jobber, opened at his new location on East Sixth Street, that city, adjoining the Gwynne Building, during the past fortnight. Constructed of solid concrete, two stories and basement, the new structure is up to date in every respect. Four splendid humidors have been installed, two on the first floor and two in the basement. This will enable keeping in first-class condition, a stock of 1,450,000 cigars, at least. The office, under the direction of Charles Straus, is on the first floor. It is a very attractive place, all of the fixtures being of mahogany. The packing and stock department will occupy the second floor. One of the incidents marking the opening, and which should not go unnoticed, was the presentation by the employees to their employer of a beautiful floral offering.

Henry R. Hoffman, of the Patterson-Hoffman Cigar Company, Oklahoma City, Okla., recently visited the Wichita Club, of Wichita, Kans.

NEWMANN & GACH - Fancy Connecticut Wrappers and Havana our Specialty - **Chicago**

Leaf Tobacco Notes

PENNSYLVANIA

Lancaster, Pa.

The tone of the Lancaster tobacco market has changed decidedly for the better during the last week, all branches of the industry showing signs of improvement. Cigar factories, because of orders coming in, are now increasing both the number of hours of work per day and the cigarmakers, and some long-idle factories have begun operations. The greatest drawback is the slow collections, purchasers holding back their payments until the very last minute and often asking an extension of time.

The manufacturers say, however, that with general business conditions improved this will also lessen, and with improvement in the cigar trade comes more business in the local leaf business. It is not near what it should be at this season of the year and is confined strictly to jobbing in small lots. The only buyers at present are the cigar manufacturers, who are very conservative in their purchases, taking just what is needed for keeping the factories going and laying in no surplus stock.

CONNECTICUT

Suffield, Conn.

Buyers are said to be picking up crops around town at prices below those paid early in the season. There is some talk to the effect that the crop did not cure well, although the leaf was sound.

To the credit of the buyer let it be said that there has been very little kicking on the crops purchased, and few of the growers have been called upon to adjust damages. The game of buying in the field early has been a losing one for the packers for the past two or three years, and it does not seem as though it could be long before the old method of waiting until the crop was ready for the market before buying is reintroduced.

It is said that the acreage in this section is again to be considerably increased the coming season, in evidence of which the lumber dealers claim the sale of more lumber for new sheds than for some time. The growers have been worrying some about their fertilizers, owing to the scarcity of potash caused by the European war, but substitutes have been found and there seems to be enough for the coming season, at least, and the next is as yet a remote possibility.

KENTUCKY

Lexington, Ky.

The local leaf tobacco market appears to have struck a steady "gait" both for prices and volume of business. Prices for new Burley are showing no trend, varying very little from day to day, and being on the average about the same this week as last. Offerings have reached the usual volume for this season of the year and indications are that they will run along at a good rate until the bulk of the crop is disposed of. Although prices are materially lower than last year, there is apparently no strong disposition among growers to hold their crops. There has been no material improvement in the quality of tobacco coming to the local market and there is no longer any doubt that the 1914 crop, although a large one, is below the average in quality.

Peters Tobacco Company to Erect Building

On the site of an old blacksmith shop, a Detroit landmark for many years, located at 107-109 East Larned Street, the Peters Tobacco Company will erect a three-story warehouse for the accommodation of their leaf tobacco business.

Patents of Interest to Tobacconists

Tobacco Packaging Machine, No. 1,125,802. Edward L. Bracy, Scotland Neck, assignor to R. H. Wright, Durham, N. C. January 19, 1915.

Cigar Wrapping Machine, No. 1,125,149. William A. Mooney, assignor of one-third to W. T. Gresset, and one-third to A.N. Pollard, Richmond, Va. January 19, 1915.

Cigar Case, No. 1,125,175. Ramon Rey, Tampa, Fla. January 19, 1915.

Pad for Packing Tobacco and Making the Same, No. 1,125,771. Henry Turner, Richmond, Va. January 19, 1915.

Cigarette Box, No. 1,116,372. Olga Berghorn, Jersey City, N. J. November 10, 1914.

Smoking Pipe (Re-Issue), No. 13,827. William E. Davis, New Ipswich, N. H. November 17, 1914.

Cigar Mold, No. 1,118,747. Napoleon Du Brul, assignor to The Miller, Du Brul & Peters Manufacturing Company, Cincinnati, O. November 24, 1914.

Packing Tobacco, No. 1,117,015. Albert Falk, assignor to Falk Tobacco Company, New York, N. Y. November 10, 1914.

Cigarette Roller, No. 1,115,918. William A. Flannery, Milford, Mass. November 3, 1914.

Attachment for Smoking Pipes, No. 1,118,276. George A. Fredericks, New York, N. Y. November 24, 1914.

Tobacco Pipe, No. 1,118,000. Charles Haddad, Long Island City, assignor of one-half to J. Folcz, New York, N. Y. November 24, 1914.

Apparatus for Applying Elastic Lip Protectors to Cigars or the Like, No. 1,116,419. Oscar Hammerstein, New York, N. Y. November 10, 1914.

Tobacco Stemming and Booking Machine, No. 1,116,719. John T. McCloskey, Dayton, O. November 10, 1914.

Tobacco Pipe, No. 1,116,317. Frederick H. Moehlenbrock, St. Louis, Mo. November 3, 1914.

Cigar Holder, No. 1,118,216. Frederick B. Nelson, Maple Plain, Minn. November 24, 1914.

Cigarette Machine, No. 1,117,527. George A. Simon, Boston, Mass. November 17, 1914.

Tobacco-lath Holder, No. 1,116,966. Jacob M. Zook, Zook's Corner, Pa. November 10, 1914.

Cigarette Package, No. 1,126,103. Martin J. Sheridan, New York, N. Y. January 26, 1915.

William A. Stickney Cigar Company in New Home

The William A. Stickney Cigar Company, Salt Lake City, is now located in its handsome quarters in the Keith Emporium Building, 256 Main Street. Three floors of the building are occupied by the Stickney Company. The offices of the general and retail managers, together with the retail department, occupy the ground floor. In the rear on the same floor is located one of the largest humidors in Western territory, it being sixty feet long, twelve feet wide and nine feet high. The new humidor is constructed independently of bricks and has a capacity of 1,400,000 cigars. The shipping department at present occupies a portion of the floor, but upon the final completion of arrangements, it will be transferred to the basement, where it is planned to construct a second humidor to lead directly into an elevator. Cigarettes, plug tobacco, pipes and smokers' articles are now stored in the basement. The wholesale accounting department utilizes the first floor. The former wholesale office and storage rooms on Post Office Place are to be retained for warehouse purposes.

Jacob Wolfson, Jennie Wolfson and Leon A. Flax are named as the incorporators of the Wolfson-Flax Company, Incorporated, Brooklyn, N. Y., recently incorporated for the purpose of dealing in tobacco. The capital is stated at ten thousand dollars.

NOW AND FOREVER Reynaldo
MILD HAVANA CIGARS
Economize—the double cigar—cut apart in middle.
Here Are SIX of the very popular Reynaldo sizes—selling from coast to coast. Twenty-four other sizes.
Fancy Tales
Sunrise
Grandiosos
Excellentes

War Cigarettes

One of the most practical gifts which can be made to the men in the trenches, according to a recent issue of the "Figaro," is a package of cigarettes. While other necessities can be improvised when they are lacking there is nothing to replace the cigarette. One man has started making them for the soldiers and commenting on his action the newspaper says:

"The cigarette is truly a luxury in the trenches. Our soldiers find them a necessity. They have something to eat and places to sleep under cannon fire, which is indeed a miracle. But in spite of their ingenuity, they have been able to invent nothing to take the place of tobacco. They look with envy on our friends, the British, who smoke their short pipe. A minute of revery, during which the smoke mounts in little curls—this is the gift which Mr. Raymond Huet is going to make to our men.

"Mr. Huet has bought from Mr. Bruadent a number of cigarette machines and has begun making cigarettes. Each little paper roll has the words 'Cigarettes for the Soldiers —Not To Be Sold.' In packages of nine, closed in a double envelope of waxed paper, these delicacies are to go to the front, thanks to the efforts of Mr. Huet. Also those who take part in this giving can be sure that their gifts will go where they will give the greatest pleasure.

International Tobacco Company Elects Officers

At the annual meeting of stockholders of the International Tobacco Company, whose offices are located at 413 East Twenty-fourth Street, New York City, the following were elected as directors to serve for the coming year: Benjamin H. Wasserman, Marcus Oppenheimer, Morris Wasserman, D. A. Ansbacher and David A. Weill. Following the election of directors, these officers were elected: Benjamin H. Wasserman, president; Marcus Oppenheimer, vice-president; Morris H. Wasserman, secretary and treasurer.

"United" Obtain Desirable Location in Worcester

The United Cigar Stores Company has completed a deal with Henry L. Green, a druggist doing business at Main and Pleasant Streets, Worcester, Mass., whereby the former concern takes over and will operate the tobacco business of Mr. Green. The deal also provided for the use by the United of the south window of the Green store as a show window. The latest location will permit of the present store of the United, 434½ Main Street, being used as a premium station. Coupons issued by Mr. Green will be accepted by the United at its premium station. The acquired location is one of the most desirable in Worcester.

Bargains in Pipes Attract Women

From Hutchinson, Kans., comes the report that a certain cigar and tobacco retailer did quite a successful business on pipes this past holiday season by having the original price scratched out and a lower figure substituted, on the tiny price tags attached to the various pipes. The bargain instinct in the women found a ready outlet in the purchase of the pipes as gifts for the male persuasion.

Annual Meeting of Dearstyne Brothers Tobacco Company

At the annual meeting of the Dearstyne Brothers Tobacco Company, of Albany, N. Y., recently, Charles Dearstyne was elected president. Edmund C. Dearstyne was elected treasurer and vice-president, William W. Dearstyne was chosen as assistant treasurer and manager and Alfred J. McVoy was elected secretary.

"Made So Well This Generation, It Will Remain the Next Generation's Favorite"

Reynaldo is the most attractively packaged line in the cigar trade

Luckett, Luchs & Lipscomb
Bulletin Bldg., Phila., Pa.

Duets—cuts apart in middle making two cigars in one

Dayton Flood Causes Tobacco Suit

The story of how thirty-two hogsheads of tobacco, worth $2312.75, dwindled in value until they sold for only $8.41, was told in Judge Ray's court in Louisville, Ky., recently, in a case that recalled the disastrous flood at Dayton, O., in March, 1913.

E. J. O'Brien & Company shipped the tobacco over the Louisville & Nashville Railroad, from Frankfort to Jersey City, March 20th. The tobacco got wet in the flood and the first trains out of Dayton moved April 4th. However, the tobacco did not arrive in Jersey City until April 24th.

Judge Ray held that the railroad company was not to blame for the flood, and left it to the jury to determine what damage, if any, E. J. O'Brien & Company should receive for additional loss from the wet tobacco being on the road so long after leaving Dayton. The jury brought in a verdict for $1000.

The plaintiff sued for $2942.22, the value of the tobacco and the freight. The railroad sold the tobacco for $8.41 after the consignor had refused to accept it as delivered.

Cigars Become Army Currency

From a letter written by a German soldier in the north of France it appears that cigars are the only acceptable currency in the army, money having lost its value. Nothing can be bought at places close to the front, and cigars are used to purchase gifts from home and Christmas delicacies. A bit of sausage the size of one's hand costs four cigars, while a pair of woolen mittens can be bought for twenty. The prices of the latter and of other woolen articles go up as the mercury drops. A bottle of cognac costs thirty cigars.

Civilians also have adopted the cigar system in dealing with the troops. A sort of shoe shining trust has been formed, which has fixed the rate for cleaning the muddy boots of the soldiers at two cigars a pair.

Meet me at the Tuller

For Value, Service, Home Comfort

New **HOTEL TULLER**

Detroit, Michigan

Center of business on Grand Circus Park. Take Woodward car, get off at Adams Avenue

ABSOLUTELY FIREPROOF

200 Rooms, Private Bath,			$1.50 Single,		$2.50 Up	Double	
200	"	"	"	2.00	"	3.00 "	"
100	"	"	"	2.50	"	4.00 "	"
100	"	"	"	3.00 to 5.00	"	4.50 "	"

Total 600 Outside Rooms

ALL ABSOLUTELY QUIET

Two Floors—Agents' Sample Rooms

New Unique Cafes and Cabaret Exellente

Exact Fac-simile of the Government Stamps on Cigars, Cut Tobacco and Cigarettes, issued by the Government of the Republic of Cuba, according to the Law of July 16th, 1912.

THE ABOVE STAMP IS USED FOR CIGARS AND CUT TOBACCO

All manufacturers are compelled to affix these Stamps on all boxes of Cigars, packages of Cut Tobacco, as well as packs of Cigarettes, which are manufactured by them, and which constitute an absolute guarantee to the smokers, that the Cigars, Cut Tobacco or Cigarettes contained therein, are of Genuine Cuban Origin, made by Expert Havana Cigarmakers and Tobacco Workers.

THE ABOVE STAMP IS USED ON ALL PACKAGES OF CIGARETTES

The COLOR of THE ABOVE STAMPS is GREEN

M. E. Canle, 156 Water Street, New York, Representative for the United States, of the Union of Manufacturers of Cigars and Cigarettes of the Island of Cuba, is duly authorized to prosecute any falsification, or colorable imitation of the above stamps by law with the assistance of the Cuban Minister at Washington.

20 for 10¢

Sell him OASIS —He'll come back

There is a steady, gratifying increase in the demand for them.

For a man who tries **Oasis** once keeps right on using them.

It's quality that tells in the long run—and **Oasis** have the quality.

In fact we staked our reputation on our ability to produce the **best** five cent cigarette. The result is

Oasis CIGARETTES

Two packings—the popular 20 for 10c and 10 for 5c. Both in handsome packages that make fine displays.

Your stock should never be low.

Liggett & Myers Tobacco Co.
NEW YORK CITY

10 for 5¢

Are You a **Recruit *Smoker?***

As a judge of "what's what" in tobacco you'll appreciate the ***all-tobacco*** goodness of Recruits. They are the ideal "in-between" smokes. Recruits have a wide following among "dealer-smokers." Try Recruits.

Are You a **Recruit *Seller?***

Recruit is the world's biggest selling brand of little cigars. That should interest you from a ***profit standpoint,*** just as Recruit quality appeals to all classes, from a ***smoke standpoint.***

The Reasons for Recruit's All-'round Popularity:

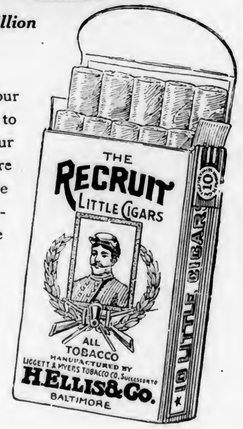
All tobacco—yet mild as a cigarette. Pure Virginia tobacco, wrapped in a light, mild Burley leaf. Appeals alike to cigar, cigarette and pipe smokers. Made of these selected choice tobaccos in a modern, sanitary factory—and sold at

10 *for* 5c

RECRUIT LITTLE CIGARS

"More Than a Million Smoked Daily"

If the smokers in your vicinity are unable to buy Recruits at your store—then, you are missing one of the best selling opportunities in the tobacco business.



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JOHN F. HEILAND & CO.
Lancaster County Fancy B's
LANCASTER, PENNA.

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Packer of and Dealer in Leaf Tobacco
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Warehouse: Bird-In-Hand, Lancaster Co., Pa.

E. L. NISSLY & SONS
GROWERS AND PACKERS OF
CHOICE CIGAR LEAF TOBACCO
Packing Houses: Lancaster, Florin. Main Office: Florin, Pa.
Critical Buyers always find it a pleasure to look over our samples
Samples cheerfully submitted upon request.

B. F. GOOD & CO.
PACKERS AND DEALERS IN Leaf Tobacco
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LANCASTER, PENNA.

MILTON H. RANCK
Packer and Dealer in
Domestic Leaf Tobacco
Office: Cor. Duke and Chestnut Streets
LANCASTER, PENNA.
Packing Houses: Strasburg and Lancaster

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Dealers in and Packers of
LEAF TOBACCO
Penna. and Ohio Tobaccos a Specialty
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John F. Nissly & Co.
Packers and Dealers in
LEAF TOBACCO
And Importers of HAVANA
No. 143 Market Street, Lancaster, Pa.

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of LEAF TOBACCO
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MANUFACTURERS OF CIGAR SCRAP TOBACCO

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Packers of Fine Cigar Leaf
Fancy, Lancaster County B's and Tops a Specialty
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HANOVER, PENNA.
Cigar Ribbons, Silk Imitation and Muslinola Ribbon
Printed or Stamped in Gold or Silver
Labels. Stock Cards. Give Us a Trial. We Want Your Opinion

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Steam Cigar Box Manufacturers
AND MAKERS OF
Patented Wire Bound Shipping Cases
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For Genuine Sawed CIGAR BOXES, Go to Established 1880
Keystone Cigar Box Co., Sellersville, Pa.
Our Capacity for Manufacturing Cigar Boxes is Always Room for One More Good Customer
MONROE D. SELLERS, SELLERSVILLE, PA.

J. F. Reichard
PACKER AND WHOLESALE DEALER IN
Cigar Leaf Tobacco
We offer a full line Pennsylvania, Wisconsin, Connecticut and Ohio, and Sumatra, Havana and Florida TOBACCOS
Domestic tobacco direct from the grower to you. We have the goods and facilities. Let us submit you samples and prices.
Main Office: YORK, PA.

ARTHUR LUCK
Conductor of the Philadelphia Harmonic Orchestra, says:
"Tuxedo is easily my favorite smoke—giving greater fragrance, mildness and coolness than I have found in any other tobacco. Never stings or bites the tongue. Tuxedo doubles my enjoyment of pipe smoking."
Arthur Luck

A. H. GRIFFITH
Director of Detroit Museum of Art, and Lecturer, says:
"Like Omar I sometimes wonder what the makers of Tuxedo buy, one-half as precious as the stuff they sell. It's the greatest ever."
A. H. Griffith

VICTOR P. ARNOLD
Member of the Chicago law firm of Northrup, Arnold & Fairbank, says:
"After a battle in the court-room, there is nothing like retiring to your private office, sitting back in your chair with your feet on your desk and enjoying a fine smoke of Tuxedo. It is immense!"
Victor P. Arnold

Maintain Your Efficiency

By Smoking TUXEDO—The Mildest, Pleasantest Tobacco Made

FOLKS are talking physical efficiency in modern business life. The idea is, that modern business keeps a man just about as occupied as the fabled one-armed paperhanger with the hives. And if you want to join in with the Gimp Bros. and travel with the Pep and Ginger crowd, you want to cut out a lot of things that make your day's work go wrong.

Take the item of smoking, for instance. It's much better not only for *you* but for your *job* if you smoke a light, soothing pipe tobacco like Tuxedo. Get a pipe and try Tuxedo awhile. You'll see the difference.

Your whole efficiency make-up will respond right away to the gentle and cheering influence of Tuxedo.

Tuxedo
The Perfect Tobacco for Pipe and Cigarette

gives you this moderate and reasonable refreshment because it is primarily a pure, light, mild selection of the highest grades of Kentucky Burley tobacco.

Tuxedo can't bite your tongue. It can't irritate you in any way. There's no drag or sag in it. Simply pleasant, whiffable, aromatic, easy smoking.

Tuxedo has all these splendid qualities because it is made by the *original* Tuxedo Process of treating Burley leaf. Many other manufacturers have tried to *imitate* the Tuxedo Process—but never succeeded. Hence there is no other tobacco "just as good."

If you've tried the imitations, just try the *original*. At the end of one week you'll find yourself in line with the thousands of famous business men, lawyers, doctors, ministers, singers, athletes, who endorse Tuxedo as the one perfect tobacco.

YOU CAN BUY TUXEDO EVERYWHERE
Convenient Pouch, *innerlined* with moisture-proof paper . . 5c
Famous green-tin, with gold lettering, curved to fit pocket 10c
In Tin Humidors, 40c and 80c
In Glass Humidors, 50c and 90c

WILLIAM COLLIER
Popular comedian, recently starring in "A Little Water on the Side," says:
"My pipe is always Tuxedo-filled. I tried other tobaccos before I discovered Tuxedo. Now there IS no other."
William Collier

JAMES R. HAYES
Owner and Manager of the Wayne Hotel, Detroit, Mich.; Park Hotel, Hot Springs, Ark., and Park Hotel, Sault Ste. Marie, says:
"Sports afield and afloat appeal to me, but the day would not be wholly enjoyable without the evening pipe of Tuxedo, my favorite smoke."
J. R. Hayes

PATRICK H. O'DONNELL
A prominent lawyer of Chicago, says:
"A canvass of my friends would show that Tuxedo is most popular with them. Many say it is the only pipe tobacco."
Patrick H. O'Donnell

F. ROCHA & CO. Cable: "DONALLES"

Havana Leaf Tobacco

Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba

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M. A. SUAREZ & CO.
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And Packers of
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SPECIALTY—VUELTA ABAJO AND ARTEMISA
126 AMISTAD ST. HABANA, CUBA

HEINRICH NEUBERGER
Leaf Tobacco Merchant
HAVANA, CUBA—Consulado 115
NEW YORK, No. 130 Water Street BREMEN, GERMANY

Established 1870 Factory No. 79
S. R. KOCHER
Manufacturer of Fine Havana and Domestic Cigars
and packer of Leaf Tobacco
eading brands—"Volitta," "Quaker," Nabobs," "1-4-5," "Havana Cream," "Imperial Beauty," "Little Yara"
Correspondence with wholesale and jobbing trade invited
Factory and Offices: WRIGHTSVILLE, PA.

CigarRibbons Largest assortment of Plain and Fancy Ribbons
Write for Sample Card and Price List to Department W
WM. WICKE RIBBON COMPANY
Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain
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From the Miguel Gutierrez y Gutierrez plantations in the Pinar del Rio and Santa Clara Provinces

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LEAF TOBACCO MERCHANTS
Packers of VUELTA ABAJO, SEMI VUELTA,
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MANUFACTURER OF ALL KINDS OF
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OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
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FRIES & BRO., 92 Reade Street, New York

Established 1834
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27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

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CIGAR LABELS
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CHICAGO. CINCINNATI

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
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Sole Owners and Manufacturers
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Packers and Importers of VUELTA ABAJO TOBACCOS 90 Wall St., New York

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CIGAR LABELS & BANDS
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CIGAR LABELS OF HIGHEST QUALITY CIGAR BANDS SHOW CARDS FOLDING BOXES, ETC.
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257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST
EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY

These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in The Tobacco World. No bogus advertising admitted.

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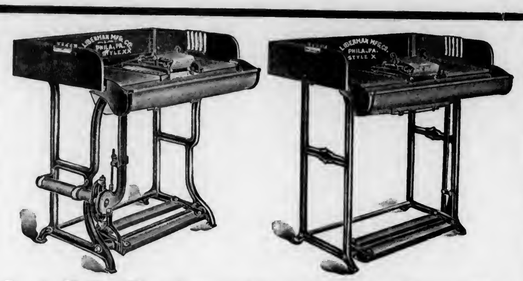

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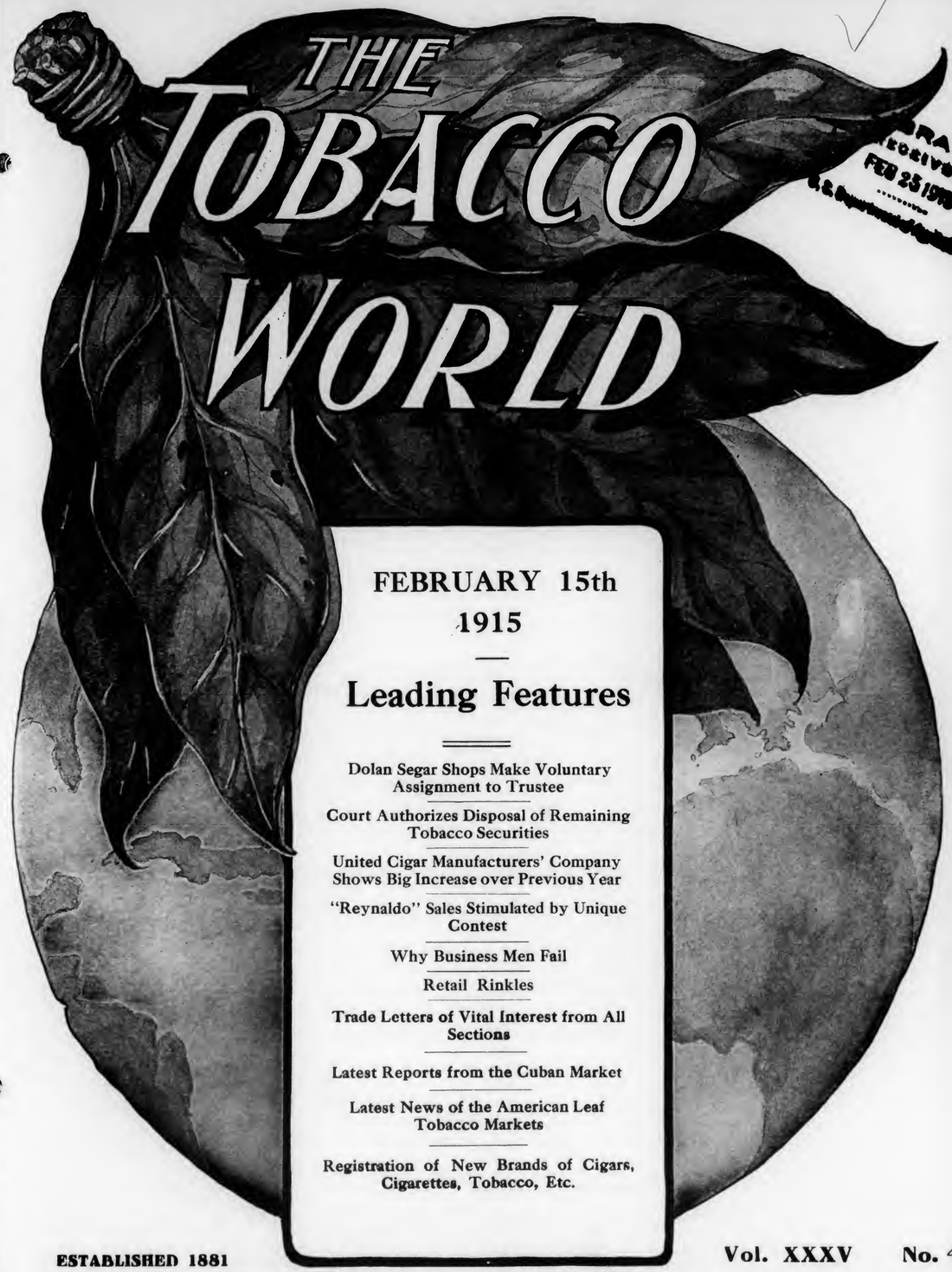

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ESTABLISHED 1881 Vol. XXXV No. 4

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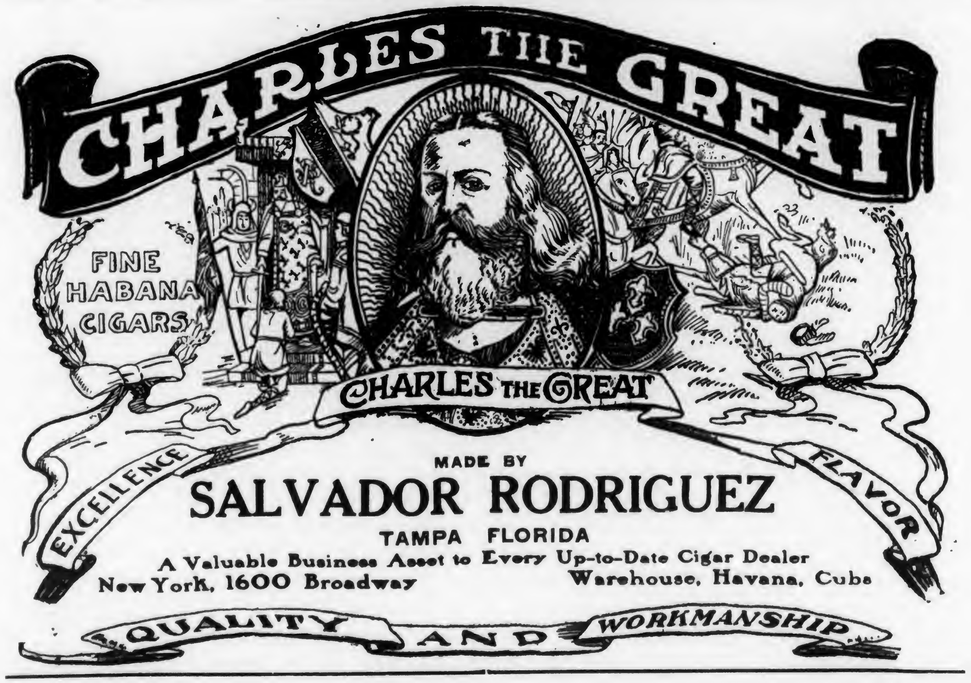

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Blunt and Club, in the popular 10-top 1/20-packing. Same real Portuondo quality at the right price. . . . . .

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The Original and Genuine

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Smoking Tobacco in a New Cut

Packed in a Pocket-proof Package

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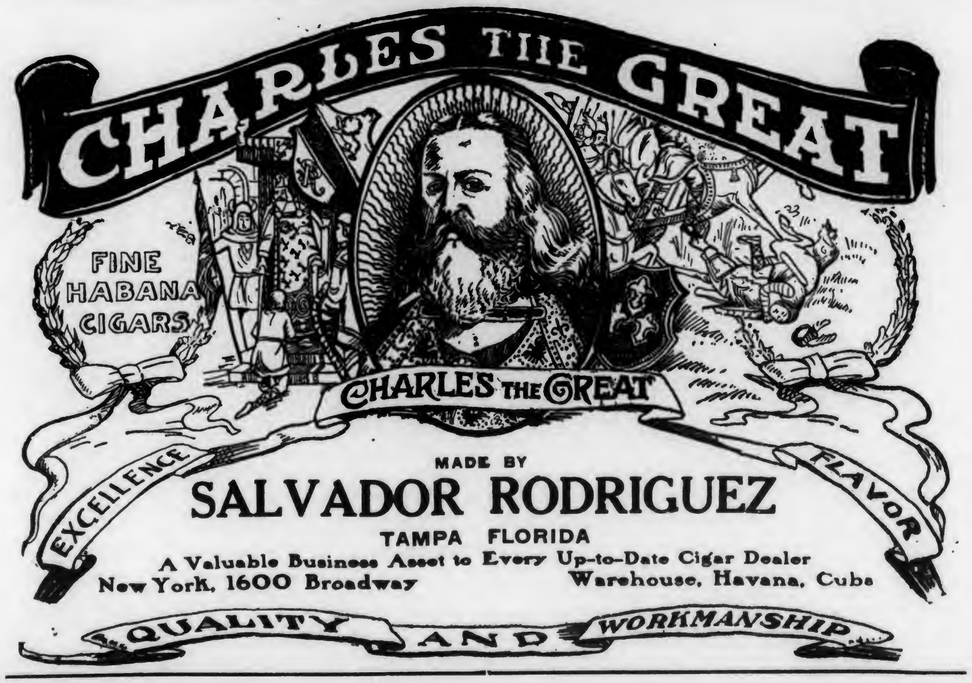

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CIGARS

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It's something absolutely new in tobacco history.

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One Pound Glass Humidors

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Demand Proves the Value of a Cigar

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LIPSCHUTZ'S 44 CIGARS

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When the Pattersons announced "Whip"—their masterpiece—dealers everywhere took notice. The Pattersons were deluged with rush orders.

Tobacco dealers know that the Pattersons know how to make good smoking tobaccos. They know that tobaccos originated by the Pattersons number among the biggest sellers. "Whip" will be the biggest seller of them all, because it is the best of all.

5c one-ounce tins. 10c two-ounce tins, and in handsome green pottery Patented Self-Moistening 1-lb. Humidors.

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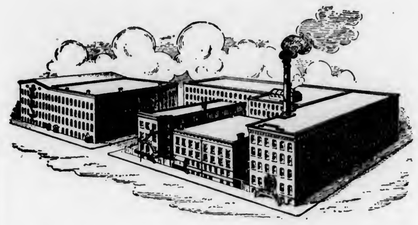
Pre-eminent by Comparison

THE SHIELDS-WERTHEIM COMPANY, Cleveland



I. LEWIS CIGAR MFG. CO.
NEWARK, N. J.

LARGEST INDEPENDENT CIGAR FACTORY IN THE WORLD

MAKERS OF SUCH FAMOUS BRANDS AS

FLOR DE MELBA, JOHN RUSKIN, SUBWAY, GOLDEN EAGLE, SENATOR EVARTS, TELONETTES, ALLENETTES, MANILLANETTES, COBS AND OTHER BRANDS AS LISTED IN OUR CATALOG

ALL LIVE DEALERS carry our entire line. Backed up by extensive national advertising—our merchandise sells fast. A profit-sharing voucher for the consumer attached to all cigars and enclosed in package goods. Additional vouchers in all boxes. If your jobber cannot supply you, write us and send us his name. Get in line—don't let the dealer in your block get all the business. Write to-day—we'll send you our new Profit-sharing Catalog free.

To the Trade

We wish to notify the trade that **we have no connection** with any other LITHOGRAPH CO. and esteem it necessary for all to publish this information.

Our Sole Representative in the United States and Canada is GARRETT H. SMITH and he is ONLY our representative in these territories.

We also wish to state at this time that we believe we make the handsomest work in cigar labels and bands, both gold leaf and bronze, that can be produced anywhere. We also make show cards, hangers, labels and perfume labels.

Compania Litografica de la Habana,
Avelino Perez, Vice-director

Over 1000 Dealers in Greater New York During 1914 Have Stocked

Mi Favorita Clear Havana Cigars

The flower of perfect tobacco manufactured in bond has maintained "Mi Favorita" Clear Havana Cigars at the forefront of all brands.

Quantity shipments made direct from our factory

MI FAVORITA CIGAR CO., Inc.
KEY WEST, FLA. 529 West 42nd Street New York

The Park & Tilford Standard

Repeats Like a Winchester

5c.-Rocky Ford Cigars-5c.

Delicious Flavor
Made at our Newark, N. J. Factories

We also manufacture at our several factories located at Pittsburgh, Pa. the celebrated

[Pittsburgh "FAMOUS" Stogies]

The jobber's biggest asset in the 2 for 5c. line.

Our 2 for 5c. and 3 for 5c. lines of CIGARS and STOGIES are so extensive that space does not permit mentioning

Write for full information and prices

UNION AMERICAN CIGAR COMPANY
28th and Smallman Sts. Pittsburgh, Pa.

G. S. Nicholas & Co.

41 and 43 Beaver Street, New York

DIRECT IMPORTERS of the highest grades of Cigars manufactured by the

Independent Factories of Havana

all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

Price List Mailed Upon Request.

Graham Courtney

"MILD HAVANA BLEND"

They Lead the Leaders

26 SIZES

Acker, Merrall & Condit Company

135 West 42nd Street, New York

GREATEST SUCCESS IN HABANA'S CIGAR HISTORY

ROMEO Y JULIETA

RODRIGUEZ, ARGUELLES & CO.

A Success of Quality

THIS FACTORY HAS TODAY THE ENORMOUS PRODUCTION OF 85,000 CIGARS A DAY. IN DEMAND BY CONNOISSEURS IN EVERY COUNTRY OF THE WORLD

U. S. Representative: Wm. T. Taylor, 93 Broad St., N. Y. City.

EVARISTO HERRERA, SAN MIGUEL 85 HABANA, CUBA

'ELITE' F. Ryba HABANA

Manufacturer of the celebrated Habana Cigar Brands

Flor de P. A. Estanillo
Flor del Fumar
Elite

CORRESPONDENCE SOLICITED

JUST THINK-5¢ BUYS A **LA FAMOSA** EQUAL TO ANY MILD 10¢ **CIGAR**

E. Kleiner & Co., Makers, New York

Fifth Avenue Cigarettes

The Union Made Cigarette of Quality Bearing Union Label

Ten cents per package of ten. Mouthpiece, Cork Tip, Plain

Live Distributors Wanted

I. B. KRINSKY
207 North 4th Street . . . BROOKLYN

THE KEY WEST CIGAR FACTORY WEST

THE
Key West Cigar Factory
Factory No. 413, KEY WEST, FLA.

Office and Salesroom:
43 to 47 W. 33d St., New York

The Standards of America:

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs

MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

HAVANA CUBA CIGARS

CASTAÑEDA HABANA TRADE MARK

Vuelta Abajo "Castaneda"
CARDENAS & CO.
Main Offices and Factory: 102 Galiano Street Havana
London: 114 Grace Church Street
New York: 3 Park Row
DAVE ECHEMENDIA, U. S. Representative

T. J. DUNN & CO.

Makers of

The New Bachelor Cigar

401-405 E. 91st Street, New York

Why Is It Necessary To Advertise the Imported Sumatra?

The REASON:

American Sumatra Tobacco

Grown by

AMERICAN SUMATRA TOBACCO CO.,
142 Water Street, New York

MADE IN BOND

HAVANA CIGARS

Highest Quality
Best Workmanship

MADE BY

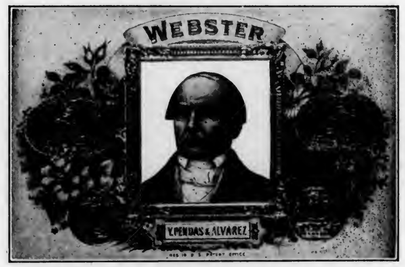
V. Guerra, Diaz & Co., Tampa, Fla.

Established 1867

Our Motto "Quality

Y. PENDAS & ALVAREZ

WEBSTER



Clear Havana Cigars

Office and Salesroom, 209 Pearl St.
NEW YORK CITY

TAMPA FLA.

HAVANA CUBA

Like his big 10c. brother

LITTLE WM PENN

is "good thru and thru"

½ the size — ½ the price

A *real* little cigar

5c.

THEOBALD & OPPENHEIMER CO.,

1020 SECOND AVENUE, - NEW YORK.

BACHIAS

Havana Cigars

For Men of Means

Renowned for Uniformity

IDENTIFIED BY THE GREEN AND GOLD BAND

R. A. BACHIA & CO.

47 West Sixteenth St. New York

M. MELACHRINO & CO., Inc.

EGYPTIAN CIGARETTES

You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

GRAND DEPOTS OF M. Melachrino & Co., Inc. {London, 8 Regent St., S. W. Capetown, South Africa Calcutta, 10 Government Place Alexandria, Rue Cherif Pacha CAIRO, Head Office and Factory Hamburg, 18-20 Grosse Backerstrasse

AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD PRICE LIST UPON APPLICATION

214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXV. PHILADELPHIA AND NEW YORK, FEBRUARY 15, 1915. No. 4.

COURT AUTHORIZES DISPOSAL OF REMAINING TOBACCO SECURITIES

American Tobacco Company Asks for Action—Thousands of Dollars Worth of Stock in Old Company Never Claimed—One Year More for Final Disposition

New York, February 12th.

SOME weeks ago the counsel of the American Tobacco Company went before the Judges of the United States Federal Court of the Second District of New York, and informed the Court that the Guaranty Trust Company of New York still held as trustees a number of thousands of dollars worth of stock and bonds in the Liggett & Myers Tobacco Company and the P. Lorillard Tobacco Company, which were to be used in redeeming shares in the old American Tobacco Company under the dissolution decree of the Court, and that these shares had never been claimed. The company asked for instructions as to the ultimate disposal of these securities.

Last Tuesday, Judges Lacombe, Coxe, Ward and Rogers, who presided in the dissolution proceedings, handed down a decree as to how the matter should be finally settled. The Court said:

"At the present time the Guaranty Trust Company has certain securities which, under the decree, should have been exchanged for the securities of the old American Tobacco Company. These consist of 5 and 7 per cent. bonds and preferred shares of the Liggett & Myers Tobacco Company and the P. Lorillard Tobacco Company. The Court now orders that the Guaranty Trust Company should sell these, according to instructions received from the American Tobacco Company, at any time before April 1st next year, and that the net proceeds of the sales will then become the absolute property of the American Tobacco Company.

"However, before that sale is completed, any holder of the securities of the old American Tobacco Company may make the exchange of his securities for the Liggett & Myers and the Lorillard securities, provided there remain at the time in the hands of the Guaranty Trust Company sufficient of the Liggett & Myers and the Lorillard securities to carry out the final decree."

Knickerbocker.

Franklin MacVeagh Become Local Distributors on "Gatos"

Franklin MacVeagh & Company, Chicago, Ill., announce that they have taken on the local distribution of the brands of the E. H. Gato Cigar Company, Key West, Fla. They will also look after the distribution of the Gato brands in Cook County. The deal was consummated through E. P. Oakes, of the E. H. Gato Company's sales force.

A. N. Bloom Resigns From American Tobacco Co.

Announcement is made that A. N. Bloom, in charge of the cigarette department of the American Tobacco Company, 111 Fifth Avenue, New York, has ceased his connection with that company, he having resigned during the past week. Mr. Bloom, who is a veteran in the cigarette industry, was formerly associated with Butler-Butler, Inc.

JOHN J. DOLAN CHAIN MAKES AN ASSIGNMENT TO EDWIN D. BUELL

Incorporated Company Owned Twelve Stores in Loop District—Liabilities Said to Be $100,000—Merriam & Company Reported Biggest Creditor

Chicago, Ill., February 11, 1915.

HIGH rents and the effect of the present business depression are given as the reasons for the voluntary assignment recently made by John J. Dolan, Inc., for the benefit of the creditors. The company is said to have liabilities aggregating $100,000, while nominal assets are placed at $60,000. The company controlled a chain of twelve stores in the loop district and was regarded as one of the most substantial firms in the Middle West. It was incorporated about six years ago with a paid in capital of $50,000.

John J. Dolan is a self-made man. Some thirty years ago he started in business at the corner of Washington and Dearborn Streets in a little one-story building. His headquarters have always remained at that location, although the one-story building has changed with the progress of the city.

Mr. Dolan has the sympathy of many of the trade who realize the tremendous efforts that he has put forth to place the business where it stands today. The unusual vitality and stamina that has marked John J. Dolan as a man among men justifies the hope that he will be able to adjust the affairs of his concern so that he can continue the business which has been his life work.

Edwin D. Buell, the man agreed upon by the creditors, is said to be widely experienced in such work and is felt to be fully competent to handle the affairs of the concern. The trustee has been advised to dispose of the assets to the best possible advantage. The main store at Washington and Dearborn Streets was recently sold by the trustee to John A. Dolan. Seven of the twelve stores were closed at once and then the other five are being conducted until they can be advantageously sold.

Creditors of the company have been requested to file itemized accounts properly sworn and proof of their claims, with the trustee.

It is stated that John W. Merriam & Company are by far the largest creditors of the concern, the Dolan chain owing them about $70,000. Mr. Merriam's courage and optimism is unshaken. He believes that there will be a reasonable settlement and sees no reason why his widely known house should not withstand this heavy loss.

Preston Herbert Visits Birmingham

Preston Herbert, New York City, vice-president of the United Cigar Manufacturing Company, was a recent visitor to Birmingham, Ala., where he was a guest of R. D. Burnett, of the R. D. Burnett Cigar Company, of that city. In speaking of Birmingham Mr. Herbert said:

"I have often heard people say how this city has grown, and how it was progressing, but I did not realize until I was shown over the city how completely justified are those who are enthusiastic over the work that has been done here."

IRREGULAR PAGINATION

THE TOBACCO WORLD

ESTABLISHED 1881

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH BY
THE TOBACCO WORLD CORPORATION
J. LAWTON KENDRICK, Treasurer

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HOBART BISHOP HANKINS ..... Advertising Manager

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TAMPA MILWAUKEE LANCASTER CINCINNATI
CLEVELAND LOS ANGELES SEATTLE
ST. LOUIS NEW ORLEANS BALTIMORE
HAVANA, CUBA, OFFICE—ZULEATA 36, CARLOS M. WINTZER
Representative

Subscription in United States, Postage Paid ..... $1.00 per Year
Foreign Subscription, Dominion of Canada and other Countries of Postal Union ..... $2.50 per Year
Single Copy ..... 15 Cents

ADVERTISING RATES MAILED UPON APPLICATION

Entered as Second Class Mail Matter December 22, 1909, at the Post Office, Philadelphia, under the Act of March 3, 1879.

Vol. XXXV FEBRUARY 15, 1915 No. 4

CIGAR MANUFACTURERS' ASSOCIATION OF AMERICA
FREDERICK HIRSCHHORN, 54th St. and 2d Ave., New York..President
JOSEPH B. WERTHEIM, 81st and East End Ave., M'hat'n, N. Y...Treasurer
S. K. LICHTENSTEIN, 40 Exch. Pl., Manhattan, N. Y. .....Secretary

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J. A. BLOCK, Wheeling, W. Va. .....President
WOOD F. AXTON, Louisville, Ky. .....Vice-President
RAWLINS D. BEST, Covington, Ky. .....Secretary-Treasurer

The continued prosperity of advertised tobacco and cigar brands in the face of adverse business conditions must mean something to the retail tobacconist. Perhaps he has not come to fully appreciate what these advertising manufacturers are doing for him, but he certainly has learned that advertised goods are far outselling the brands which the salesman argues he should stock, "because our firm is putting the money they would ordinarily spend in advertising into the quality of the brand and also to giving the retailer a larger margin of the profit."

Advertised Products

Peculiar as it may seem, and plausible as the argument is, the consumer has failed to justify this argument. The retail tobacconist handling only local and non-advertised brands would soon discover the fallacy.

The consumer has found out that advertised brands mean quality, fresh goods and money value. The smoker rarely changes from an advertised to a non-advertised brand. The tobacconist may have to content himself with a smaller margin of profit, but like the manufacturer, the volume of sales make it well worth while to handle advertised goods.

Every retail tobacconist who is looking forward to a steady growing business should subscribe to one or more of the trade papers in the field. In no other way can he get so close to the trend of events in the tobacco industry.

Read a Trade Paper

Besides carrying all the latest news throughout the country, there are always articles of interest to the retail trade. Suggestions for the building up of a strong retail trade, hints on window dressing, local advertising, sales helps for clerks and many other subjects are fully treated in the trade paper columns from time to time. No really progressive merchant can afford to neglect his subscription to a trade paper.

News of new brands, new advertising campaigns and special deals offered by different companies are all carefully recorded in the trade paper for the benefit of its readers.

An intelligent use of trade papers will do more to strengthen the average retail tobacconist than he, himself, may at first believe. Three or four dollars a year for trade papers will bring home an amazing dividend if the dealer will take the time to make use of the information that the weekly and monthly trade papers contain.

A subscription to "The Tobacco World" is a good investment at all times.

"During the past six months too many business men have said, 'Shoot a nickel,' when it was up to them to 'fade' a dollar."—From "Advertising Value."

Latest News of the "44" Factory

Glaser Brothers, distributors of the "44" cigar at San Francisco, Cal., have been showing exceptional duplicating business on this brand since the account was opened by M. A. Funk and it promises to make one of the leading houses that the firm has west of the Mississippi River.

C. C. Heldman, vice-president of the Neudecker Tobacco Company, Baltimore, Md., upon a visit to the "44" factory, was entertained by B. Lipschutz, president, and Geo. M. Lex, assistant secretary. They were later joined by the firm's Southeastern representative, W. H. Nicholson.

F. D. Crawford has added to his long list of distributors a live house in Anderson, Ind., on the "44" and "Adlon" cigars, which is showing great enthusiasm on these brands.

The firm of Schwarz & Son at Newark, N. J., has proven a live wire and has made one of the largest distributors on "44's" and "Adlons" in the East. This house has shown remarkable progress on the goods.

Geo. W. Fullen has been lining up some nice business of late in parts of South Jersey. He has opened many good accounts.

The "44" Company's local sales force of Philadelphia, Pa., are but gradually catching up with some filed orders on the "Adlon" cigars, since the exhausted conditions from the first of the year.

Tobacco Seed Cleaning Machine Invented

An invitation is extended to those interested, to visit the Government warehouse at Ephrata, Pa., for the purpose of inspecting a tobacco seed cleaning machine, operated by electricity, invented by Otto Olson. Mr. Olson directs the experimental tobacco work of the Government in Lancaster and various other counties, making his headquarters at Ephrata. The process enables the light and chaffy seed to be removed from the immature, heavy and plump seeds. Thus a pound of tobacco seed may be cleaned in about twenty minutes. To clean the same quantity of seed under the old method required two hours.

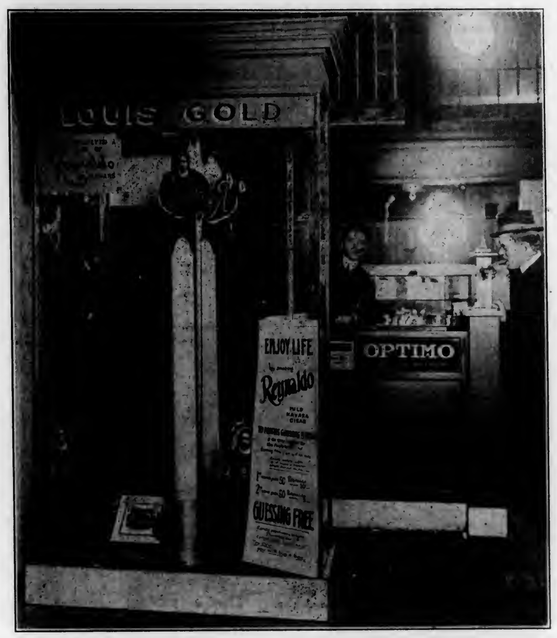
"Reynaldo" Sales Stimulated by Unique Contest

Louis Gold, a retail tobacconist of Main and Winston Streets, Los Angeles, has taken on the "Reynaldo" brand of cigars, made by Luckett, Luchs & Lipscomb, of Philadelphia, and recently started a unique contest to advertise the same. The photograph shows a candle 4 feet 5¼ inches high, weighing 20 pounds, and which is 4 inches in diameter. The candle is to burn from 8 A. M. until 11 P. M., or until consumed.

The person guessing nearest the correct time required for the candle to burn out will receive a box of fifty 10-cent "Reynaldos". The second nearest to the correct time will receive a box of fifty "Reynaldo" sketches.

Mr. Gold has gotten a lot of publicity for the "Reynaldo" through this method.

The Mussatti-Boggio Cigar Company is the distributor for this brand throughout Southern California.



Internal Revenue Collections Show Increase

Improvement locally in the cigar industry is shown by a report just received from Tampa, Fla. This is to the effect that the returns to the Internal Revenue Office for a week recently ending, disclosed a gain of $2,333.76 over the same period for the preceding year, when the collections amounted to $11,837.59. As the year 1914 was a normal one, and as the principal source of revenue in Tampa is derived from the cigar manufacturers, the increase noted is reason for congratulation. That conditions are improving is also shown by the fact that throughout the city factories are taking on additional aid. A gain was also revealed in the collections by the Customs House, this resulting mainly from the importation of tobacco for manufacturing purposes. The figures for 1915 totalled $33,233.28, as against $30,350.39 for the same period in 1914, a gain of $2,882.80.

Ephriam Hershey Gets First Prize

Ephraim Hershey, the well-known grower and packer of Marietta, Pa., was awarded first prize in the Seed Filler Tobacco Growers' Contest at the Corn and Tobacco Show, held in Lancaster last week. Mr. Hershey's seed filler took first place from a field of seventy exhibitors.

Many Demands for "John Ruskin" Catalogue

So great has been the demand for the new profit-sharing catalogue just taken off press by the I. Lewis Cigar Manufacturing Company, Newark, N. J., manufacturers of the popular "John Ruskin" cigars, that it is thought that a second edition will be necessary. Coupons that may be exchanged for the gifts shown in the catalogue are attached to all "John Ruskin" bands. The requests received from distributors of the brand cover a territory from Portland, Me., to Portland, Ore.

Former London Music Hall Star Runs Cigar Store

Twenty years ago, Lily Marney was the delight of the English music halls; today she keeps a little cigar store in San Francisco, with magazines and newspapers on the side. During the past fortnight she received word that her husband and former manager had died of a stroke of apoplexy in Alameda, Cal. Funeral services were held February 6th at an undertaking establishment in Alameda.

The death of the husband, Jesse Molyneux, known to the stage as Jesse Burton, brings to light some interesting reminiscences. Twenty-two years ago, then a famous baritone, he married Lily Marney, following which he became her manager. Prospering, the couple went to Tony Pande, a town in Wales, where they opened a hippodrome. This was attended by success for some years, until Burton, according to his widow, began to neglect business. It was not long before their savings were done. The rest is soon told. Burton came to America, but did not prosper. Later he sent for his wife who, finding that he had not bettered himself, started in business on her own account with the cigar and newspaper store, which has since prospered. Her daughter, twenty years old, a favorite music-hall star and known as Kitty Marney, is coming to join her mother next month. The daughter, like the mother, has made an enviable reputation for herself.

Earl D. Ostrom in New Location

Earl D. Ostrom is now occupying his new quarters at 71 Crout Street, Binghamton, N. Y. Among the brands carried by Mr. Ostrom are F. Garcia & Brothers, A. Santaella y Ca., Simon, Batt & Company and the "Lord Stirling", manufactured by the Enterprise Cigar Company, Trenton, N. J. Smokers' articles are also carried.

IRREGULAR PAGINATION

PRESIDENT OF ROMEO Y JULIETA FACTORY RETURNS TO HAVANA FROM THE WAR ZONE

Don Pepin Rodriguez Relates Story of His Many Experiences—Had Difficulty in Securing Gold

Havana, Cuba, February 10, 1915.

BEING in the company of some friends the other night, Don Pepin Rodriguez, of Romeo y Julieta fame, related some details of his experience abroad when the European war broke out. They might be interesting to our readers.

Don Pepin sailed from Havana on the 15th of May, 1914, by the French steamship "Espagne", to take his usual vacation in Europe, combined with business, calling upon his parents in Spain; stopping for some months in Arcachon, France, and later on to visit the customers of the world-famed Romeo y Julieta factory. As business was rather dull at that time, there was no urgent necessity to call upon them, until later in the fall, and as he was troubled with a slight nervous affection, upon the advice of his family physician, he started for Kaltenleutgeben, a small town near Vienna, Austria, famous for its hot and cold baths, to take the cure for a term of weeks. Everything went well, and almost daily he visited Vienna by auto, which trip did not last over forty minutes, partly to enjoy himself and to make some philological studies. Among the guests, which took the baths, there was an Austrian colonel, who spoke Spanish fluently, and conversing with Don Pepin frequently. During the second half of July there were already some rumors of a possible war between Austria and Servia, but nobody thought that the outbreak should take place so soon, not even the colonel. When, however, Austria declared war against Servia on the 25th of July, and the colonel left to take command of his regiment, there was terrible excitement. From now on we will let Don Pepin speak in the first person, thus:

"When I awoke, and heard of the declaration of war, it struck me like a bolt of lightning, and at once I started for Vienna, in order to get the confirmation and further news. As I did not speak German, nor any of the many tongues of Austria-Hungary, I had some difficulty to get at the exact truth, although I did not dream then that Germany, Russia, France and finally England would take part in this terrible outbreak. Already a few of the foreigners were leaving Vienna, but as I thought that I would have plenty of time to take the oriental express from Vienna to Paris, I was in no hurry to secure my ticket and sleeper, although from this date on I received no more cables or letters, nor could I send any cables or telegrams to any point. The excitement of the people was immense, and the marching of the troops to the frontier lent a sinister aspect to what might take place later on. When the different declarations of war of Germany, Russia and France became known, I became alarmed, and then tried to get my ticket by the oriental express to Paris, but when I learned that there was no longer any train to Paris my surprise was great, and I began to realize that the war was serious. On the 3d of August I went by the last passenger train from Vienna to Switzerland, accompanied by an English lady, who had asked for my protection, wishing to get away from Austria in the fear that England might become involved, and which we learned later on to have become a fact.

"Although Switzerland was a neutral country, now my difficulties commenced in earnest, as all my letters of credit were worthless, nor could I exchange Austrian bank bills for gold, which was the only coin to pay my hotel bills, meals in the restaurants, or railroad tickets. I tried to see the Spanish Consul, but found the office closed, with a sign saying that he had gone to the war. I went by rail to the Swiss capital, Berne, but with no better success, as also the Consul had gone to the war. In this extreme I remembered the address of an importer of Havana cigars, with whom we had done business, and I went to see him, but the head of the firm had also gone to the war, when fortunately the clerk, to whom I explained my serious situation, was kind enough to exchange two hundred Austrian crowns in bills for French gold. I was saved, and as the English lady preferred to remain in Switzerland I started alone for Italy. I found great misery in this country, as the Italians thrown out of work in Germany, Austria and France arrived by thousands looking for work and bread. As business was paralyzed the spectacle of these poor people was pitiful in the extreme. I thought to go from Geneva to Barcelona, but although I had paid for my passage when the steamer arrived I found the same in such a dirty condition, and dilapidated looking, that I declined to embark in her. I waited for the next boat, which was not much better, but there was no remedy, as I had no more money, and finally I reached Barcelona.

"In Spain I felt at home, as I had no longer any difficulty to get money on my letters of credit, although the economical conditions were also bad on account of the war, as many industries were closed, or worked with less help. Later I went to France, where I witnessed some very sad scenes, looking at the wounded and maimed soldiers. When I visited England I was greatly surprised, because excepting the many soldiers in the streets it almost looked as if there was no war, as business appeared to be almost normal, and the theatres as well as other places of amusements were filled as much as in times of peace."

Eclipse Sign Company Growing

ABOUT five years ago the Eclipse Sign Company, of Reading, Pa., started to manufacture the Paper Enameloid Sign, which is now so widely used by cigar and tobacco manufacturers, and which is conceded to be the highest grade proposition thus far offered in this line. The quickness with which manufacturers all over the country came to appreciate the appearance and selling force of these signs is demonstrated in the fact that within one year from the introduction of this sign by the Eclipse Company, the firm was compelled to enlarge its quarters and later built their own plant at 41 North Seventh Street, Reading, Pa.

We are informed that these signs are manufactured from strictly imported material and in appearance they are undoubtedly among the most attractive on the market today. Unquestionably they give a return that must be appreciated by even the most conservative buyers, and as the price is within the reach of both large and small manufacturers, the rapidly increasing use of these sales-getters is easily explained.

H. S. Hassler, the secretary and treasurer of the Eclipse Sign Company, fully understands the advertising business from A to Z and takes charge of the sales department personally. He has been on the road as a salesman since 1886 and realizes the value of satisfying a customer. In 1907 he took this line and it proved so great a success that in February, 1909, when the new Eclipse Sign and Advertising Company was incorporated under the State law of Pennsylvania, he was chosen as secretary, treasurer and general manager, and has maintained that title ever since. We cannot say too much for Mr. Hassler's ability as a sign man. He is a thoroughly all-round man and under his management the plant has steadily grown.

They never have too many orders as their plant is well equipped to handle any demand, and they always stand ready to accommodate their customers at very short notice.

If at any time you are unable to call personally to see their line they will be only too willing to submit samples or have one of their representatives call to see you and talk over the sign question.

R. A. Bachia & Company Not Complaining

A VISIT to the Bachia factory at 47 West Sixteenth Street, New York, shows that this sterling brand of clear Havana smokes has in nowise lost favor with the uniform list of dealers and consumers who appreciate a cigar of uniform excellence.

The cigars with the green and gold bands, "La Flor de R. A. Bachia y Ca," are big favorites in many of the best clubs throughout the United States as well as in New York City, and their trade has suffered but little in volume during the past strenuous months.

Nightingales Are Selling Well

S. Levy, of the Nightingale Cigar Company, 246 West Fifty-ninth Street, New York; says that their business is way beyond any previous mark and that the popularity of their unique package of little cigars is keeping the factory going at full speed.

H. S. Kramer, their general representative, is now in the Middle West, after making a remarkable trip from New York to Chicago. En route to the Illinois center, Mr. Kramer covered all the big towns on the New York Central and did not fail to place good lots of his brand with several jobbing houses in any place on the route.

"Nightingales" have also found considerable favor in the Navy, and several of the big battleships are constantly sending in repeat orders for the goods. The "Wyoming" sent in a requisition for several thousand last week.

Emile C. Bondy Dead

February 7, 1915, witnessed the passing away of Emile C. Bondy, following a long sickness, at his home at Summit, N. J. He was a member of the well-known cigar manufacturing firm of Bondy & Lederer. Mr. Bondy was born April 25, 1869, in New York City. He was educated abroad, following which he entered the business of Bondy & Lederer, founded in 1869 by his father, Charles Bondy, with his brother-in-law, Simon Lederer, as partner.

From the beginning the deceased manifested an aptitude for selling, which resulted finally in his assuming charge of the entire sales force. The fact that Bondy & Lederer today control such a vast volume of business with, it is said, a smaller number of accounts than any other houses not nearly so large, is sufficient testimonial to Mr. Bondy's business acumen. Each customer was regarded by Mr. Bondy in the light of the friend and he was never too busy to listen to the difficulties or perplexities which harrowed them.

A large percentage of his effort was directed in aiding the customer to get the most satisfying results possible. Mr. Bondy's health having given way about three and a half years ago, he was forced to allow the reins to rest in the hands of his brother Richard. Richard Bondy has proven a very versatile man in the position, and the business has thrived well under his direction. Emile C. Bondy and Richard C. Bondy were the sole owners of the business. During the past ten years it has increased to such an immense extent, that eight factories offering employment to between 4,000 and 4,500 are required in order to take care of the demand. Mr. Bondy was not married. He is survived by his brothers Richard and Louis. The funeral services were held at the home of his brother Richard, and interment was made in Cypress Hills Cemetery.

"Mi Favorita's" Big Distribution

JUST about a year ago the Park & Tilford interests announced the purchase of the "Mi Favorita" cigar factory at Key West, and the organization of the Mi Favorita Cigar Company, Incorporated, to take over the business. For many years Park & Tilford had been the wholesale distributors of this brand and the sales annually went up into the millions.

When the big New York firm actually purchased the factory it was understood that they would push its interests even more heavily than before, and it is interesting to note that within a year the "Mi Favorita" brand has been put into over one thousand new distributing stores in Greater New York alone, while the national distribution has been so largely augmented that the output for last year was several millions more than the year previous.

William W. Higgins, Western representative for the Mi Favorita Cigar Company, whose headquarters are in Chicago, was visiting in New York last week, and he stated that the brand was as popular as ever in Chicago and the Northwest and that the sales showed constant increase.

James W. Buchner, second vice-president of Park & Tilford, is particularly interested in the success of the "Mi Favorita" factory, and visited Philadelphia last week for several days looking over the local market previous to a big campaign in this city.

As is well known, the factory at Key West is under bond, and this is another guarantee that "Mi Favoritas" are clear Havana goods in every sense.

Fernando Rodriguez Believes Better Times at Hand

Fernando Rodriguez, of the "Charles the Great" factory, states that in his opinion the makers of clear Havana cigars have reached the low water mark in trade conditions, and believes that a reaction will set in at once.

Claude E. Turner, of the company's selling force, has just completed his first trip of the year up New York State, and while he did not do a big business, he reports better conditions on the whole. Hand to mouth buying is still noted but dealers are talking more hopefully.

Zufedi Company Tenders Dinner

One of the opening guns fired by the X. Zufedi Cigarette Company in its sales campaign on the "Zufedi" cigarettes was a dinner recently tendered by the company to the sales force. The affair, which was held at the Constantinople, was a very pleasant one, the menu being of a Turkish nature. Instructions and suggestions, all tending to aid the salesmen in making the campaign an extensive and successful one, were given. The following were present: W. R. Campbell, president; Theodore Photiadis, vice-president; L. Melville, assistant treasurer; F. S. Powell, H. Helfott, W. H. Burke, T. J. O'Brien, J. McGrath, L. Fresco, Julius Doppler, H. Mazeroff, B. Blatt, Mendel Reiff and F. C. Hayne.

R. S. Appleton, of the Cado Company, has been doing some yeoman work on "56" cigarettes since the first of the year, and their distribution for January went way beyond the record mark.

Deaths in the Trade

Jose Arango

JOSE ARANGO, one of the original founders of the cigar industry in Tampa, and manager of the Havana-American Company's branch in that city, died there recently while stricken with acute indigestion. Ten minutes after he was taken ill in his office he succumbed to the attack.

Mr. Arango's career in the cigar manufacturing business extended over forty years. A native of Asturias, Spain, he migrated when a mere boy to Havana, where he entered the business. Later he became interested in the big Seidenberg factory at Key West. When V. Martinez Ybor and others founded the cigar industry in Tampa, the Seidenberg factory transferred its business to Tampa.

Mr. Arango has been a resident of Tampa for twenty years. When, in 1901, the Seidenberg factory was absorbed by the Havana-American Company, he went to Spain, where he resided for nine years. He returned here after the strike troubles in 1910 were settled, and became manager of the Havana-American Company, a position which he has held ever since.

He is survived by a widow and nine children. His six sons are Jose, Jr., Raoul, Arthur, Antonio, Oscar and Ernest. Three daughters are: Matilda, Mary and Blanch. Two brothers, Pancho and Florentino Arango, are residents of Havana. Pancho is manager of the Havana branch of the Havana-American Company.

Samuel H. Myers

Samuel H. Myers, a well-known tobacconist of York, Pa., died recently at his home in that place following an attack of heart disease.

About eleven years ago he purchased the cigar store at 41 North George Street and conducted that establishment until a few years ago, when he moved to 109 North George Street.

The deceased was in his fifty-seventh year. He was a member of the Knights of Columbus and several other organizations.

Mr. Myers is survived by a widow and one daughter.

Frederick W. Heidenrich

Frederick W. Heidenrich, a well-known retail cigar dealer and jobber of Saginaw, Mich., died recently at his home in that city following an attack of pneumonia. Mr. Heidenrich was fifty-seven years old.

In 1904 Mr. Heidenrich was compelled to give up his position with the Palmerton Woodenware Company and became engaged in the cigar and tobacco business. At the time of his death he conducted a cigar store at 1417 South Michigan Avenue, and was senior partner in the firm of Heidenrich & Krenz, doing business at 207 North Hamilton Street. Mr. Heidenrich also carried on a wholesale business in cigars and tobacco.

The deceased is survived by a widow and one daughter. He was a member of a number of fraternal organizations.

Alexander Cameron

Alexander Cameron, one of Richmond's wealthiest retired capitalists and organizer of the tobacco manufacturing firm of Alexander Cameron & Company, later Cameron & Cameron, died on February 3d, in that city, following a third paralytic stroke and the development of pneumonia fever.

Mr. Cameron was born in Grantown, Scotland, November 1, 1834. When thirteen years of age he came to this country with his mother and located in Petersburg, Va. When he was thirty-four years old he removed to Richmond. Mr. Cameron then entered the tobacco business and founded the firm of Alexander Cameron & Company, which later became Cameron & Cameron. They operated plants for the manufacture of plug and smoking tobacco and cigarettes. Ten years ago these plants were sold to the American Tobacco Company.

The deceased is survived by a widow, four sons, one of whom is J. B. Cameron, of Reading, Pa., and three daughters. A brother, George Cameron, of Petersburg, also survives.

Mr. Cameron leaves an estate estimated at $19,000,000.

John McLaughlin

John McLaughlin, for forty-five years engaged in the wholesale and retail tobacco business, died recently at his home, 1324 Columbia Avenue, following an attack of pneumonia. He had been retired for five years. In the Twentieth Ward he was active in Democratic politics for years, having served as a member of the sectional school board until its abolishment.

The deceased was a member of the Catholic Knights of America and other organizations connected with the St. Malachy's Church.

Seven sons survive. Among them are George E. McLaughlin, a plumbing contractor, and John McLaughlin, a tobacco merchant.

Adam Rocklein

Adam Rocklein, a retired cigar dealer of Brooklyn, died recently at his home, 863 Onderdonk Avenue. The deceased was born in New York about seventy years ago and had lived most of his time in Brooklyn.

Mr. Rocklein is survived by four sons and five daughters. Three brothers and one sister also survive.

Diamond Tobacco Co. Takes Over Old-Established Stand

Announcement is made that Jacob Stakulsky, wholesaler, doing business as the Diamond Tobacco Company, 20 West Northampton Street, Wilkes-Barre, Pa., will shortly acquire the ownership of the cigar stand of H. O. Levison's Sons, 33 East Market Street, that city. The Levison stand is said to be the oldest in Wilkes-Barre, having been opened by the Levison family in 1861. Several well known brands are made by the company, which has occupied its present location for more than thirty years. The company consists of Jacob and Mayer Levison, who plan to continue in the wholesale business. They will eliminate the retail end. Mr. Stakulsky's plans have not yet been made known.

Cigar Box Factory Destroyed

The cigar box factory of J. R. and W. H. Jack, a two-story frame structure, Jacksonville, Fla., was completely destroyed by fire last week. Insurance covered only a portion of the loss on the machinery and contents of the building, valued at $15,000.

Jerome Regensburg arrived in Tampa last Tuesday, following a visit to New York of several weeks' duration.

The Little Booster of the "44" Cigar

This little car represents the Advertising Department of the "44" Cigar Company, and as it speeds over the highways it leaves in its daily trail one bright streak of yellow and red.

These little signs are to be found on store fronts everywhere from the Atlantic to the Pacific Coast. They are to be relied upon as the manufacturer's stamp of guarantee in modern, sanitary, skilful and dependable workmanship, that is productive of quality. The kind that invites one round of solid pleasure to the particular smoker and affords a volume of most satisfactory business to the dealer.

The "44" Cigar Company's advertising men are doing a great amount of good over the country and like "Billy" Sunday, they are working "to beat the devil".

Cleveland

Semon & Sons Buy R. H. Mills Business—Sharples Out With New "La Saramita" Samples—Julius Wertheim Dead

Cleveland, O., February 12, 1915.

BUSINESS among the retailers is beginning to show quite a substantial increase. A cold spell has been hanging on for several weeks and made the boys come in and talk war and baseball and incidentally spend a little money.

The biggest deal in point of interest to the leaf tobacco trade in Cleveland was consummated to the leaf towhen Charles Semon & Sons purchased the business of Rollin H. Mills.

This business was founded by Rollin Mills' father, Mr. George Mills, in 1865, and is one of the oldest leaf tobacco houses in this part of the country and also one of the most successful. Mr. Mills gave as his reason for disposing of this old establishment that he had enough of worldly possessions and was going to spend the balance of his years in travelling and getting the good out of life.

Charles Semon & Sons, who are located at 1456 West Ninth Street, and who are also by the way one of the pioneer leaf tobacco houses of Cleveland, took possession of their new establishment February 8th. In this concern besides the father are two sons, Frank and Paul.

At a meeting recently held in New York the creditors of I. Teitelbaum & Company agreed to accept thirty-five cents on the dollar in settlement of the liabilities of this firm. Their debts amounted to about $40,000, most of the creditors being Eastern concerns.

W. G. Sharples, representative of the Shields-Wertheim Company in Pennsylvania and Maryland, paid a visit to the factory accompanied by his wife, and after securing his new lot of samples of "La Saramitas" set out to beat his high-water mark of 1914.

The Gollmar Cigar Company have been hard hit by illness the past week, George Owens, of the upper Arcade stand, being confined to his bed, and Jack Curry, manager of the lower Arcade stand, also being confined to bed. This will not hamper their business to any great extent, as they have capable assistance groomed to temporarily fill these vacancies.

Julius Wertheim, one of the pioneer cigar manufacturers of Cleveland, passed away the 4th of February. Mr. Wertheim was sick for six weeks and expired at Charity Hospital after an operation from which he never rallied. He was seventy-nine years old and resided with his son, A. C. Wertheim, secretary-treasurer of the Shields-Wertheim Company.

Mr. Wertheim retired about fifteen years ago. Prior to that time he was active in the cigar industry of Cleveland, operating one of the first factories here.

J. Dillingham, of J. Rigby & Company, Mansfield, O., was in town the past week.

Dick Cuthbert, of the Shields-Wertheim Company, is still setting the pace with his attractive and varied window displays of "La Saramitas". These displays may be found in every section of the city.

The salesmen of the Shields-Wertheim Company are all out and are sending in orders for all sizes of "La Saramitas" and "Saramita Fives", keeping the factory extremely busy supplying the exceedingly large demand for these popular brands.

Ben Block, of Philip Morris fame, was in town the past week calling on the trade.

Others calling on the trade here were:

Fred Bailey, of the Paul Revere Cigar Company, of Detroit.

Tom Branyon, of Jose Escalante Company, Tampa.

A. Lillienfield, manufacturer of "La Azoras", Detroit.

Mr. Michaels, selling the "Savorona" cigar, manufactured by Cayey Caguas Company, Porto Rico.

Mr. Garcia, manufacturer of "Perfecto Garcia", Tampa.

The Wm. Edwards Company have taken on the "Tuval" cigar and will represent and place this brand on the local market.

Jerry.

Hollingsworth Opens Fifth Stand

William A. Hollingsworth, who conducts a chain of cigar stands in office buildings, just recently opened his fifth stand in the New Waldorf Building, 88 West Thirty-third Street, New York City. Mr. Hollingsworth has been lavish in his expenditure on the fittings of the new stand, which is a handsome one. He carries a complete line of Independent goods. William J. Cohen is in charge.

Detroit

Cigar Men Say City is Prosperous—Mr. Seidenberg Present at Opening of Statler Stand—R. H. Helms Heads Cigar Manufacturers' Club—Perry Company Enthusiastic Over "La Saramita" Sales

Detroit, Mich., February 10th.

JUDGING by the number of cigar salesmen visiting here in the past thirty days, one would think that Detroit was the only town on the map. They have been here in goodly numbers and few have changed houses. All received a hearty welcome and most everybody went away with orders. Those who stopped long enough to chat with the writer at the Hotel Pontchartrain stated that from their experience since the first of the year, Detroit was the most prosperous of any city they had visited thus far.

Our newest hotel, The Statler, formally opened its doors to the public on Saturday evening, February 6th. The Statler is well located at Grand Circus Park and Washington Boulevard, and is the third hotel to be erected by E. M. Statler, the others being in Cleveland and Buffalo. The Detroit hotel is the largest, having 800 rooms, all with bath, at $1.50 and up. The cigar department is in charge of Harry Parker, and is controlled by R. J. Seidenberg Company, who also has these departments at Cleveland and Buffalo. Mr. Seidenberg was here for the opening. He is very enthusiastic over his latest acquisition and is confident that it is going to be the prize money maker. Among the various brands carried in stock are "La Verdad," "Lovera," "Romeo & Juliet," "Partagas," "Hoyo de Monterey," "Sol," "Rey Del Mundo," "Bock y Ca," "Smokecraft," "Vega Del Rey," "Reynaldo," "Reyes de Espana," "La Integridad" and "Lozano." Added to this is a full assortment of all the well-known cigarette brands. Manager Parker is ably assisted by Dean Robson, for several years at the Hotel Pontchartrain stand, and Walter Anderson, formerly at the Alt Heidelberg.

Ray Sofferin, operating four cigar stands in Detroit, has applied for a petition in bankruptcy, and has been adjudicated as such. His places were at 17 Broadway, 64 Woodward Avenue, 28 Cadillac Square and 268 Gratiot Avenue, all in front of saloons. His total liabilities aggregate $4473.71, while his assets are $2386. Among his largest creditors are John T. Woodhouse & Company, $1600; Harry W. Watson Company, $322.59; Lee & Cady, $600; Claude E. Howell, $268, and J. L. Marcero Company, for $126.50. All these claims are unsecured.

The Bamlet Building, at the southwest corner of Griswold and Grand River Avenues, Detroit, is being remodeled and when alterations are completed the corner store will be occupied by M. A. LaFond & Company, for cigars, tobacco, magazines, etc. It will make the sixth store for the LaFond Company.

A substantial increase in business for the year ending December 31, 1914, was reflected in the annual report submitted to stockholders of the Hemmeter Cigar Company, Detroit, by its president, John P. Hemmeter. The business outlook is declared promising, with prospects that 1915 will be the banner year in the company's history. Officers were re-elected as follows: President, John P. Hemmeter; vice-president, Byron J. Trembley; second vice-president, Herbert S. Hemmeter; secretary, Percy A. Barnard, and treasurer, Fred Hemmeter.

A gain of 42 per cent. in business for the first twenty days of January is reported by Albert Worch, of the Wayne Cigar Company, Detroit. On this basis Mr. Worch feels sure that his concern will make at least 75,000,000 cigars for the year of 1915. Other factories busy are the San Telmo, Banner, Superia, Mazer, Lillies and William Tegge.

T. E. Gaghan, general manager of the Banner Cigar Factory, recently had as guests Mr. and Mrs. C. Folette, of Fargo, N. D. Mr. Folette is general manager of the Gargo Mercantile Company, which jobs the "Royal Banner" cigar.

Sam T. Goldberg, of the Lillies Cigar Company, is spending the balance of the winter in California.

The annual meeting of the Detroit Cigar Manufacturers' Club was held late in January and resulted as follows: President, Richard H. Helms, of the San Telmo Cigar Manufacturing Company; vice-president, Albert W. Worch, Wayne Cigar Company; treasurer, William Tegge, and secretary, Frank Meyer. The members of the club get together every Wednesday night at their club rooms in the Broadway Market Building. The meetings are usually followed by a light lunch at the Edelweiss Cafe.

The proposed resolutions, recommended by the Minimum Wage Commission of Michigan following a fifteen months' investigation into the wages of women wage earners, will not seriously affect the cigar industry, according to Herbert Weil, of the San Telmo Cigar Manufacturing Company. The recommendations do not hamper the wages paid to apprentices, while the wages of experienced cigarmakers being paid now are considerably ahead of what any minimum wage might be. Should the legislature pass such a law establishing a minimum wage, the scale would be left to a commission of possibly five members. The general impression is that the minimum wage would be $8 per week.

A vigorous campaign is being conducted in Detroit on "Omar" cigarettes by Saul Simons, manager of the cigarette department of the American Tobacco Company for this district. Mr. Simons has a large crew working here.

The writer is in receipt of the following letter from Frank W. Clarke, of Detroit, who represents "44" cigars and "Adlon" cigars: "Dear Mr. Thornburg: Please send me the 'Tobacco World' for two years and enclosed find check for same. Beginning Monday, February 15th, my time will be taken up for three weeks in the State of Illinois on a campaign with The Scudders-Gale Grocery Company, of St. Louis, Cairo and Quincy. I just returned from Sioux City, Ia., where I found all lines of business flourishing owing to the great demand for horses by both the British and German governments. Rangers are getting rich selling their stock at prices never before obtained."

Stephen Herz, president of the Arnheim, Herz & Ellis Company, who sell the "Reynaldo" cigar, was in Detroit to attend the opening of the Hotel Statler. The "Reynaldo" has been installed at the Hotel Pontchartrain and is also one of the leading brands at all of the cigar stands of the Statler hotels. Mr. Herz has closed a deal for the sale of this brand through a leading Detroit jobber, and an active campaign will be started at once.

W. R. Hamper, general manager of the Globe Tobacco Company, Detroit, has succeeded Homer McGraw (lately deceased) as president. Charles M. Hamper was elected secretary and treasurer.

T. H. Perry & Company, with offices in the Shurley Building, Detroit, are very enthusiastic over their recent success in connection with the sale of "La Saramita" cigars in Detroit and Michigan, for which they are State agents. Mr. Berger, one of the partners in the firm, does the outside selling, and he says that wherever he once lands an account on this brand, he is sure of its being permanent. "The goods speak for themselves," he said to "The Tobacco World" correspondent. "We never saw customers and consumers so well satisfied as they are with 'La Saramita' cigars. We

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Searle Gets Good Orders for Portuondo

WARNER SEARLE has just returned from a trip through New York and Pennsylvania, bringing some splendid orders for the J. F. Portuondo Cigar Manufacturing Company, 1110 Sansom Street, which firm he represents.

This firm also announces that arrangements have just been completed with the owners of the National League Baseball Park, Broad and Huntingdon Streets, for the exclusive sale of the "All Alike" and "Sintoma" brands at that place during the coming season. The "All Alike" is their popular nickel brand, and the "Sintoma" retails for ten cents.

Deitrich to Locate at Eleventh and Walnut Streets

A rumor that seems well authenticated, is responsible for the announcement that Irwin Deitrich, formerly located on South Broad Street, will again embark in the cigar and tobacco business at the northwest corner of Eleventh and Walnut Streets, this city.

This store was for a number of years under the ownership of Charles K. Sterner, and the change of ownership has occasioned some surprise in the local market.

Mr. Deitrich could not be located and a definite statement obtained from him, but it is understood that the change will take place the first of the coming month.

Cigarette Case With "Milo" Package

The Tenth and Chestnut Streets Store of Terry & Duncan are offering an attractive silver cigarette case with each package of "Milo" cigarettes, at an advance of but five cents more than the regular purchase price of the cigarettes. This well-known brand is usually sold for twenty-five cents, but the combination of cigarettes and case may be obtained for thirty cents.

Stickney Man Visits Jeitles & Blumenthal

R. M. Williams, of the William A. Stickney Cigar Company, Salt Lake City, was the guest of Jeitles & Blumenthal, 119 South Eleventh Street, last week.

The firm in which Mr. Williams is interested are large distributors of "Tungsten" cigars, made by the well-known Philadelphia firm.

Bernard Liberman, head of the Liberman Manufacturing Company, makers of bunch and suction tables, has been on a trip of several weeks in Canada. While there he called on the trade in Montreal, Hamilton and Toronto, and paid a visit to his tobacco farm.

Philadelphia Notes

Isador Mayer, Middle West representative for Jeitles & Blumenthal, 119 South Eleventh Street, has been sending in exceptional business on "Flor de Jeitles," one of the leading brands manufactured by this firm.

Among the attractive window displays seen around town during the past week was one by Duncan & Moorehead, on Chestnut Street, below Sixth, featuring S. Anargyros' "Egyptian Dieties", and another by J. Buckman, 54 South Third Street, showing the popular "El Roi Tan".

The latest addition to the Finley Acker Company brands is the "La Commenda," a private label which is meeting with exceptional success at the three stores located in the business section of the city.

The new cigar is made in five sizes, of mild Havana, and sells for $8.50 to $12.00 the hundred.

The "Reynaldo" cigars, made by Luckett, Luchs & Lipscomb, present an attractive window display at the store 111 South Broad Street, which was recently purchased by Terry & Duncan.

The decoration mentioned consists of the popular Banker size and retails for ten cents or nine dollars the hundred.

Dusel-Goodloe Introducing "Havana Vesters"

A unique packing is just now being introduced to the trade by Dusel, Goodloe & Company, jobbers and distributors, Philadelphia, Pa. It is known as "Havana Vesters" and consists of ten cedar packages, vest pocket size, each holding five cigars and retailing at twenty-five cents.

Taite & Sisler Now the Clarke Can Company

Taite & Sisler Company, the well-known can manufacturers, of Twelfth and Fitzwater Streets, this city, have disposed of their machinery, building, etc., to the Clarke Can Company, who announce that they are ready to fill all orders for goods made by the former concern.

Taite & Sisler Company enjoyed some trade in making cans for cigar manufacturers, and the Clarke Company state that they are ready to submit prices on this work at any time.

The Cuban Market

From Our Exclusive Bureau

Havana, Cuba.

Havana, February 8th.

THE business activity in our market during the second half of January has more than kept up, as besides the good number of American buyers in our town, we have had a very strong demand for Germany, by way of the neutral countries, such as the Netherlands, as well as the sundry Scandinavian ports. The Spanish Regie has likewise not stopped purchasing the low grades of leaf, which it is in the habit to acquire from us, as long as the prices have continued to rule within the limits. Our local manufacturers of cigars, and principally of cigarettes, fearing that the next crop may not only be very small in quantity, but also be of too light a character, have not hesitated to increase their holdings. The demand from South America has been only very moderate.

Prices for Vuelta Abajo and Partido are higher, while Remedios might still be secured at moderate figures, although the tendency is also pointing to higher figures before long. Crop prospects have not improved, as the weather, with a few exceptions of cooler and dry days, has continued more or less rainy all over our island, and which is entirely abnormal. One large tobacco planter told us that last year he harvested 850 bales of Vuelta Abajo, but that this year he had only planted his fields, owing to the dull state of our market, to half the quantity of tobacco. He had cut from the temprano leaves an amount that would have given him perhaps fifty bales of leaf when packed, but when he examined the poles in the drying shed he found that the tobacco was rotting, therefore he had to throw them away as worthless, and for this reason he should have no crop at all this year. We have heard similar experiences from other parties, so this is by no means an isolated case. On the other hand, a cigar manufacturer here told us that in the month of December he might have bought a vega of Vuelta Abajo of good, heavy quality, as low as $29.50 per bale, but as business was dull he did not care to buy then, although he had liked the vega. Towards the end of January, after he had heard of the amount of damage done to the growing crop, and which he unfortunately found to be true, after a personal inspection of the fields, he purchased the same vega at $50 per bale. He thinks now that he has purchased a bargain, and he further mentioned that as he has enough leaf on hand to last him for this year, he does not intend to work this particular vega until the year 1916.

In order to find out whether we are justified to believe in considerably higher prices for our leaf this year, we have tried to make an approximate calculation of the stocks on hand upon January 1, 1915, and the probable receipts from the country of both the 1914 and the coming 1915 crops, in order to find out the available supply for the coming eighteen months, or before we shall receive any of the 1916 growth. We have also calculated the probable demand in the above eighteen months, taking for a basis the shrunken consumption of our cigar industry, and figuring the demand of the United States and Europe upon last year's exports, and the result would be as follows, viz.:

	Bales.
Stocks for sale, in first hands, upon January 1, 1915, at Havana,	200,000
Estimated receipts from the country of the 1914 crop,	117,000
1915 crop, liberally estimated, in the whole Island of Cuba,	300,000
Total available supply, and for sale until July, 1916,	617,000

	Bales.
Exports during the eighteen months from January 1, 1915, to June 30, 1916, estimated upon the basis of the exports in 1914,	472,131
Consumption of leaf by cigar manufacturers of the entire Island of Cuba, in eighteen months, and supposing that the European war should not end yet this year,	90,000
Consumption of cigarette manufacturers in eighteen months, as above,	120,000
Total consumption of leaf from January 1 to June 30, 1916,	682,131

If the above figures should turn out to be approximately correct, then there would be a shortage of about 65,000 bales apparently, and which would have to be made up from the invisible stocks held by manufacturers or dealers. The shortage might be still larger, if the crop should not produce 300,000 bales, as some people only estimate the 1915 growth as low as 200,000 bales in the whole Island of Cuba.

The above is a theory which will have to be proven by actual facts later on, although if the figures should turn out to have been approximately correct, then through a tremendous rise in the selling values, the demand would have to be curtailed in order to make the supply hold out longer, as in all probability the 1916 crop could not be counted upon to be serviceable for the manufacturers of cigars or cigarettes until later in the fall of 1916.

The stocks in the hands of the large manufacturers ought not to be taken into consideration, as they need them for the blending of different crop years, and in order to keep up the steady, even quality of their brands. Only in case of great urgent need should such stocks be used to help out in tiding over, as, for instance, of a total crop failure in the burn, etc.

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The Cuban Market

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Our object in publishing the above calculation is to advise American manufacturers to look into this matter, and if they agree with us, then not to hesitate in laying in enough stocks, when they might still secure them at reasonable prices, and not to wait until it is too late, when prices should have risen considerably.

Sales during the past fortnight totaled 23,207 bales, which consisted of: Vuelta Abajo and Semi-Vuelta, 6030; Partido, 3294; Remedios, 12,197, and Oriente, 1686 bales.

Buyers were: Americans, 9270; exporters to Europe, 10,044; shippers to South America, 339, and our local manufacturers of cigars and cigarettes, 3554 bales.

Exports of leaf tobacco from the port of Havana, from January 18 to January 30, 1915, totaled 14,798 bales, which were distributed to the following countries, viz.: To all ports of the United States, 9829; to Spain, 3021; to Sweden, 1568; to Amsterdam, 24; to London, England, 117; to Buenos Aires, 49, and to Montevideo, 190 bales.

Receipts of Leaf Tobacco From the Country

For the 3 weeks ending Feb. 4, 1915.		Since Jan. 1, 1915.	
Vuelta Abajo	7,616 bales	12,415 bales	
Semi-Vuelta	587 "	1,282 "	
Partido	269 "	485 "	
Remedios	21,794 "	31,693 "	
Oriente	2,248 "	5,520 "	
Total	32,514 "	Total 51,395 "	

Buyers of Leaf Tobacco That Come and Go

Arrivals—From New York: Eladio Tejeiro, of Eladio Tejeiro; Julian Llera, of Carlos Garcia & Company; Harry and Joe Welcher, of Welcher Brothers; Sol Hamburger, of Hamburger Brothers & Company; Eugenio Lopez, of Eugenio Lopez & Company, and who is also a partner of Rodriguez, Menendez & Company here; Morton Morris, of S. Ruppin; Marco Fleischman, of S. Rossin & Sons; Henry Oppenheimer, of H. Oppenheimer & Company, and August Biedermann, of August Biedermann.

From Chicago: Harry Cohn, of H. Cohn & Company; Charles Kline, of C. H. Kline & Company; Jacob Benner, of Benner Brothers.

From Tampa: Matt W. Berriman, of Berriman Brothers, and Benigno Balbin, of Balbin Brothers, Incorporated.

From Reading, Pa.: William Yocum, of Yocum Brothers.

From Cincinnati: M. J. Haas, of Haas Brothers.

From Boston: W. N. Fisher and John Alles, accompanied by their ladies, of Alles & Fisher; Sam Gryzmich, of Sam Gryzmich & Company; Levi W. Scott, of Levi W. Scott & Company, and also vice-president of the Havana Tobacco Stripping Company, at Havana.

From Montreal: M. E. Davies, of S. Davis & Sons, Limited.

Returned: Maximilian Stern, of Maximilian Stern, New York and Havana, manager-general of the Henry Clay and Bock & Company, Limited, and president of the Cuban Land and Leaf Tobacco Company.

Departures—To New York: Joseph Frankfort, A. L. Ullnick, Sidney Goldberg, Aleck Goldschmidt, Harry and Joe Welcher.

To Chicago: Mike Friedman, B. Martinez, Abe Kerr, H. B. Franklin.

To Tampa: Colonel Alvaro Garcia, Francisco Gonzelez, Angel I. Cuesta, Matt W. Berriman and Benigno Balbin.

To Augustine: Augustin Solla.
To Key West: Francisco Fleitas.
To Milwaukee: C. K. Reichert.
To Toronto: Rufino Alvarez.
To Boston: W. N. Fisher and John Alles.

Cigars

The month of January has been a repetition of the previous months, since the outbreak of the European war of the nations, and we fear there will be no improvement of any account until the horrible slaughter of the flower of mankind, of all nations, shall have been stopped. If the war should last for a year, and the shrinkage of our exports continues for the coming six months at the same rate, our cigar industry will have sunk to one-third of the exports in the year 1913. The following statistics of exports for the month of January from the port of Havana during 1915 and 1914, according to our official customhouse returns, tell their own tale, thus:

From January 1 to January 31, 1914,	11,507,444	cigars
From January 1 to January 30, 1915,	5,219,286	"
Decrease during month of January, 1915,	6,288,158	"

Decreases, by countries, during the above month were:		
Great Britain and Ireland	2,681,503	cigars
France	1,169,850	"
Germany	717,299	"
United States	585,747	"
Spain	256,325	"
Austria	203,400	"
Chile	173,722	"
Canada	168,150	"
Australia	132,424	"
Peru	118,000	"
Dutch West Indies	33,000	"
Belgium	29,525	"
British Africa	20,500	"
Portugal	18,600	"
Canary Islands	17,000	"
British West Indies	16,100	"
French Africa	15,500	"
Brazil	14,500	"
Argentine Republic	12,978	"
Panama	11,900	"
Total	6,396,023	"

The following five countries showed increases in January, 1915:

Italy	32,000	cigars
Uruguay	26,575	"
Bermuda	25,770	"
Gibraltar	12,300	"
Denmark	12,000	"
Total	108,645	"

The principal demand at present comes from England, although the French Regie has also placed some orders through the French Minister, and which will be shipped by the French mail steamer leaving for France about the fifteenth instant. The calls from the United States are still far from satisfactory, as regards the size of the orders. All the other countries are likewise ordering only limited quantities and not very frequently.

Romeo y Julieta, according to Don Pepin Rodriguez, is almost working normally for this season of the year, and has sufficient orders on hand for England and France to continue working with the same numbers of cigarmakers.

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The Cuban Market

(Continued from Page 25)

Partagas has no reason to complain, as orders from the chief consuming countries are coming forward regularly.

H. Upmann & Company are looking at the present business situation in a philosophical manner, and are satisfied with half a loaf, as long as it seems impossible to obtain the entire one.

Sol and Devesa de Marias have received some fair orders from England for prompt shipment, and in consequence thereof seated more cigarmakers.

All other factories are working, but with greatly reduced forces, owing to the want of sufficient orders.

Leaf Tobacco

Sobrinos de A. Gonzalez sold during the month of January 7994 bales of leaf tobacco of all kinds, and which included 5522 bales taken by the Spanish Regie.

J. F. Berndes & Company purchased 2319 bales of leaf for their customers and for export to the Netherlands during the last fortnight.

Herrera, Calmet & Company were sellers of 1412 bales of Remedios during the past fortnight.

Leslie Pantin was a buyer of 2237 bales of leaf for account of his American customers during the last two weeks.

Rodriguez, Menendez & Company disposed of 897 bales of Vuelta Abajo and Remedios leaf during the second half of January.

The Mi Favorita Cigar Company, of Key West, purchased through its manager, A. W. Arnold, 1025 bales of Vuelta Abajo and Partido leaf.

Camejo & La Paz sold 406 bales of Vuelta Abajo in the last fortnight.

Allones, Limited, bought 740 bales of leaf tobacco for their cigarette factory.

I. Kaffenburgh & Sons sold 350 bales of Remedios leaf to local buyers.

Cuesta, Rey & Company secured 572 bales of Vuelta Abajo and Partido leaf.

J. F. Rocha closed out 345 bales of Vuelta Abajo and Remedios leaf.

Berriman Brothers invested in 530 bales of Vuelta Abajo and Partido leaf.

Exporters from the port of Havana above 200 bales of leaf tobacco, from January 18 to January 30, 1915, both days inclusive, were:

Sobrinos de A. Gonzalez	3,021 bales
J. F. Berndes & Company	2,546 "
William Armbrecht	1,568 "
Virgilio Suarez	1,227 "
Perez, Capin & Company	716 "
I. Kaffenburgh & Sons	680 "
Leslie Pantin	594 "
J. Bernheim & Son	568 "
H. Upmann & Company	488 "
Maximilian Stern	488 "
M. Abella & Company	416 "
Ernst Ellinger & Company	364 "
Garcia & Company	352 "
A. M. Calzada & Company	305 "
Y. Pendas & Alvarez	295 "
Manuel Suarez	275 "
Mark A. Pollack	249 "
Selgas & Company	202 "
	Oretaniv.

DETROIT

(Continued from Page 22)

believe this brand is as well represented in Michigan as any other." The Shields-Wertheim Company, of Cleveland, are the makers of this cigar.

William Gurnst has succeeded Joseph Koeltz, of Grand Haven, Mich., in the cigar business.

Alexander C. Nixon, formerly of the Algonquin Club, of Boston, is the man who will manage the new Detroit Athletic Club in Detroit, which will open April 1st. Mr. Nixon is already here getting his staff arranged. The club will be at John R and Madison Streets, and will be one of the finest in the world.

J. Frank Morrison has been appointed manager of the cigar department of the Hazeltine & Perkins Drug Company, of Grand Rapids. He is well-known through his having conducted the cigar stand in the Klingman Furniture Exposition Building for many years.

Goods valued at $200 were recently stolen from the tobacco store of August Quandt, 307 Russell Street, Detroit, and later recovered.

A retail cigar store has been opened by Sigmund Solomon, at 120 Portage Avenue, Kalamazoo, Mich.

E. C. Puffer, of the Dresden Hotel at Flint, has purchased the controlling interest in the Otsego Hotel at Jackson, Mich.

Ramby & Worthington have opened one of the finest billiard and bowling establishments in the Middle West, at Kalamazoo, Mich. A modern cigar department is operated in connection therewith.

The Sweeney-Houston Company have opened an elaborate bowling academy on Michigan Avenue, near Griswold Street, Detroit, that has claims of being one of the finest in the country. It also has a cigar department in connection.

Al Thornburg.

W. R. Hamper Fills Vacancy Caused by Death

Announcement made following the annual meeting recently of the stockholders of the Globe Tobacco Company, Detroit, Mich., is to the effect that the year just past proved a successful one. The following—Walter R. Hamper, Charles M. Hamper, Louis F. Dillman, John K. Kempf and August C. Stellwagon—having been elected directors, elected at a later meeting Walter R. Hamper as president and general manager. The election of Mr. Hamper to these offices fills the vacancy following the recent death of Homer McGraw. Mr. Hamper was formerly secretary-treasurer. At the same meeting Louis F. Dillman was elected vice-president, and Charles M. Hamper, secretary and treasurer.

"Right Cut" Getting Publicity in Northwest

"Right Cut" chewing tobacco, manufactured by the Weymon-Bruton Company, New York City, is at present being given much publicity by the company up in Oregon. A large number of salesmen are working in the Northwestern district. Splendid reports are being received from the Williamette Valley district under the direction of Mr. Secord.

O'Malley & Liddy Take on "El Palencia"

"El Palencia", manufactured by Boltz-Clymer Company, Philadelphia and Tampa, has been taken on for distribution in the Middle West by the O'Malley & Liddy Cigar Company, Kansas City. Both gentlemen are "live wires" and will doubtless make the brand very popular.

Why Business Men Fail

WHY do business men fail? That question has been asked many times and there have been many answers. However, the "Business System Magazine" one time invited the opinions of ten men prominent in the affairs of the world to discuss this problem from their own perspectives.

Every man engaged in business cannot help but be interested in the following extracts from the replies:

"One of the most important causes of failure is the overdrawal of credit. Business men who draw against a credit which has not been securely established are unable to withstand a period of depression. Men who incur greater obligations in times of prosperity than their finances or prospects warrant on the assumption that their business will grow sufficiently to enable them to meet the obligations at the time they become due, are successful only so long as that prosperity lasts."

"Two main reasons may be assigned to the failure of business men: First, they over-reach themselves in time of their prosperity by undertaking or contracting for more than they can carry out later when their business has fallen off; second, they take advantage of cheap credit in good times and thus involve themselves in obligations which are difficult or impossible to meet when money is tight. It has been an only too common occurrence for business men to add to their plants or otherwise increase their expenses at a time when money is easy and trade is lively. Conditions seem to augur continued prosperity, and obligations are assumed. Later, when business contracts and the values of their holdings decrease, former obligations remain and the costs of maintenance decrease less proportionately than the income. In extreme cases the inevitable result is failure."

"Beyond doubt, most of the business failures are due to conditions lying entirely within the business men themselves. I believe that almost any business will succeed if it has the concentration and effort that goes to make success. Concentration is the quality I would emphasize, because it is one that embodies all other qualities."

"The business man who is indifferent to his reputation must come to grief. Personality is one of the greatest of assets. Smile. Meet your customers. Make friends. Welcome the kickers. The good business man finds it a genuine pleasure to talk to customers with a kick. When the kickers leave, they have become his friends. I know of many instances in which a kicker, instead of injuring a business, actually sent many new customers—simply because he was treated right."

"My experience has led me to believe that many business men who fall short of success have been running their establishments on the one-man idea, in effect, if not literally. You will always find that the successful business man has the faculty of surrounding himself with brainy men. He considers the 'quality' of an employee of greater importance than the 'salary' to be paid. He is willing to buy brains. He seeks the initiative and knowledge of others. He purchases men who build up an organization that moves along irresistibly. Keenness of competition, or lack of markets, are not the common causes for business failure. These causes can be found within the store, or office or factory, rather than outside; success has its origin in the business man himself."

"In prosperous times, men are apt to grow careless. When business is good, they often become independent, not only in their stores, but in their personal lives. Instead of taking advantage of prosperity to prepare for hard times, they exhaust their reputations as well as their capital, and when the emergency comes they cannot find men who will trust them. Success in business is made up of little things. There is scarcely a business man who has not been called on at some time or another to meet a critical situation. Those who have surmounted the obstacle are the men whose daily and hourly lives established confidence."

"My observation has been that many men do not know their business, and, singularly enough, they do not seem to know their ignorance. A man may know one side of a business, and yet be unfamiliar with the other side. He may be a good manufacturer and a poor financier. He may know his stock, but not know how to sell it. He may know how to sell, but be ignorant of credits."

"Few business men on this continent are content to spend their lives in 'building' success. They want to accomplish it in a year or two. Business men do not fail because of lack of markets, nor because business requires extraordinary ability. There are ample markets, and the average ability is enough. I have long been convinced that business failure is largely due to extravagance, and hurry to achieve success. The fault of extravagance covers not only the conduct of the business itself, but the business man's personal life. Men plunge headlong into wanton expenditures, instead of husbanding their resources for time of emergency."—"Business System Magazine."

Axton-Fisher Company Open New Factory

Well lighted and well ventilated is the new five-story concrete building of the Axton-Fisher Tobacco Company recently opened for the inspection of the public at Louisville, Ky. The structure, which is to be used as a factory, is up-to-date in every respect. Shower baths have been provided for both the men and women employees and are to be found on three floors. Hot meals, free of charge, will be furnished during the noon hour to the employees in the two dining rooms which have been installed. A complete kitchen provides proper facilities for the cooking of the meals. The women employees have been provided with a rest room also. "Old Hillsdale", a natural smoking tobacco, is the principal specialty of the factory, which was first opened at Owensboro, Ky., in 1899. In 1903 the company removed to Louisville. In its new location it is provided with an area of 63,000 square feet. The officers of the company are: F. Axton, president; George H. Fisher, vice-president, and E. D. Axton, secretary-treasurer.

Will Probably Open Branch Factory

Owing to the wide distribution attained by his various brands, Charles Pusch, cigar manufacturer of Marysville, Kan., finds it necessary to enlarge his facilities. In this connection it is reported that he will probably open a branch factory at Wichita, Kan., shortly, that place being regarded by him as splendid territory. Mr. Pusch, who is mayor of Marysville, has associated with him in his business his two sons, one of whom is regarded as a likely manager for the new factory.

J. F. Morrison Manager for Hazeltine & Perkins

The management of the Hazeltine & Perkins Drug Company, Grand Rapids, Mich., has been assumed by J. Frank Morrison, formerly connected with the cigar stand at the Klingman Furniture Exposition Building. Mr. Morrison recently paid a visit to Chicago for the purpose of introducing certain cigar brands locally. He will act as the company's city representative.

UNITED CIGAR MANUFACTURERS' COMPANY SHOWS BIG INCREASE OVER PREVIOUS YEAR

Gross Earnings Increase $900,000—Balance Equal to 6.65 Per Cent. on Common Stock—Fred Hirschorn Re-elected President

New York City.

At the recent annual meeting of the United Cigar Manufacturers' Company stockholders, Fred Hirschorn and other officers were re-elected. The gross earnings showed an increase of $908,196.

After deducting charges for interest and 7 per cent. for the preferred stock, the balance was equal to 6.65 per cent. on the common stock, as against 6.4 per cent. in 1913.

The following report comparing the years of 1913 and 1914 was submitted:

	1914.	1913.
Gross earnings	$3,766,932	$2,858,736
Exp. of adm. and selling	2,050,526	1,414,962
Operating earnings	$1,716,406	$1,443,774
Miscellaneous profits	153,010	409,855
Total earnings	$1,869,416	$1,853,629
Interest on loans, deposits, M. A. Gunst & Co. pfd. stock dividend, etc.	314,620	345,259
Balance	$1,554,796	$1,508,370
Dividend pfd. stock	350,000	350,000
Balance for common	$1,204,796	$1,158,370
Dividend common stock	724,160	699,160
Surplus	$480,636	$459,210

The consolidated balance sheet as of December 31, 1914, shows:

Assets.		
Good will, trade-marks and patent rights		$19,104,000
Real estate, machinery, etc.	$1,143,069	
Additions less depreciation	43,592	
		1,186,661
Investments in affiliated companies		401,318
Total capital assets		$20,691,979
Insurance, interest, etc., prepaid		69,640
Inventories and goods in transit	$6,800,037	
Bills receivable, less reserve	205,290	
Accounts receivable, less reserve	1,733,970	
Cash on hand and in banks	734,126	
Total current assets		9,473,423
Total		$30,235,042

Liabilities.		
Authorized and issued pfd. stock		$5,000,000
Common stock issued (authorized, $20,000,000)		18,104,000
Total stock		$23,104,000
Special capital reserve	$700,000	
Transferred from surplus	300,000	
		1,000,000
Pfd. stock M. A. Gunst & Co., Inc.	$600,000	
Less redeemed	40,000	
		560,000
Mortgage on Philadelphia plant		50,000
Current liabilities—		
Bills payable	$2,038,700	
Deposits	100,922	
Accounts payable	206,455	
		2,346,077
Surplus at Jan. 1, 1914	$3,174,517	
Add year's earnings	1,554,796	
Total	$4,729,313	
Deduct dividends (pfd. stock, $350,000; common stock, $724,160)	1,074,160	
	$3,655,153	
Transfer to special capital, $300,000; appropriated for reduction good will, $180,188; aggregate	480,188	
Surplus Dec. 31, 1914, including surplus of M. A. Gunst & Co., Inc.		3,174,965
Total		$30,235,042

Cortez Cigar Company Opens

The Cortez Cigar Company was recently opened at 15 East Tenth Street, Kansas City, Ed. Mills and Earl Newman proprietors. "Casimer", "Gato", "Cortez" and "Lawrence Barrett" will be carried. Walter Wyman has been appointed chief clerk.

Report from St. Paul, Minn., is to the effect that "Savarona", manufactured by the Cayey-Caguas Tobacco Company, New York, is having a steady sale in that city.

American Can Profits Less

The report of the American Can Company for the year ended December 31, 1914, shows net earnings of $5,807,802, as compared with $6,245,679 the preceding year. The income account compares as follows:

	1914.	1913.
Net profits	$5,807,802	$6,245,679
Improvements to plant, etc.		612,762
Balance	$5,057,802	$5,032,917
Depreciation	750,000	600,000
Balance	$5,057,082	$5,032,917
Interest and discount on debts	681,628	1,050,000
Balance	$4,376,174	$3,982,917
Preferred dividends	2,886,331	2,886,331
Surplus	$1,489,843	$1,096,586

President F. S. Wheeler in his remarks to the stockholders says: "The year of 1914 demonstrated once more the stable and reliable character of the company's business. Sales for the year increased slightly more than 5 per cent. in money value, and, as prices of your products rule lower, the actual increase in volume was greater than indicated by the value of the sales. No appreciable portion of this increase can be attributed to the war. Moreover, in spite of greatly disturbed financial conditions due to the war, collections continue at a normal rate; losses from bad accounts (never a large percentage with your company) were less than in 1913. Considering the large number of customers, their distribution over all sections of the United States and the diversity of trades supplied, this result is a high tribute to the class of customers who favor your company with their patronage."

RETAIL RINKLES

Catchy Schemes Used Successfully By Thinking Men To Improve, Enlarge and Popularize Their Business

There is one retail cigar and tobacco dealer whose place of business is just beyond the historic Mississippi River, who can attribute some measure of his success to the elusive collar button.

Collar Buttons for Cash Slips

Shortly after opening his doors, and when he was endeavoring to perfect some scheme that would bring the desirable customers and convert them into regular patrons, a scared looking boy of about fourteen years entered and asked in an awe-inspiring whisper, "Say, mister, do you own an extra collar button that I can buy, borrow, beg or steal? Pop and Mom are having a terrible row because Pop broke his collar button and can't find another one, and Mom says that a man supposed to be as bright as Pop, and keep only one collar button, should be made to miss every club dinner until he has sense enough to keep some on hand for just such an emergency."

That purveyor of the weed certainly did some quick thinking, and inside of forty-five ticks of a watch, was back in the store with a card of collar buttons of various sizes and shapes.

"Here, son, take these to your father with my compliments, and while they are only plated gold, he can probably find one that will suit, and he need not be in any hurry to send them back."

And right here is where this dealer started on the road to prosperity, for he at once arrived at the conclusion that there must be plenty of men who could use a card of assorted collar buttons, and the plan to distribute these for the return of a given amount of cash register slips was worked out in detail within the next twenty-four hours.

* * *

Back in the days when we were boys, how many of us remember that in about a month, a trip to the attic or other hiding place was in order to secure the spinning tops carried over from the year previous? How the "spindle" was tested to be sure that it was firm, and well able to stand the "nicks" we intended to inflict on the tops of the "kids" next door, in payment for the time they soaked us with a snowball when we were out with sister and had no chance to retaliate.

Top Days at Hand

But what about the cord, and of what was it made? How many of the present day boys know the joy of getting a leather strip and rolling it until it was soft and pliable enough to fit the top like a jacket and never slip, like the present day cords?

The retail tobacconist had these thoughts in mind when he endeavored to secure one hundred of the real old-fashioned leather cords to be used in connection with the tops for the return of a given amount of cash register slips, little thinking that the scarcity of certain kinds of leather would place these cords alone at a higher price than he contemplated spending for the tops and cords.

While the grown-ups are fond of premiums, those that are directed to the "kiddies" are "sure fire" for quick results, and who shall say that this principle is but carried to children of larger growth?

Out of that fertile section known more or less intimately as the West, has come an idea for the soliciting of trade, known as "Script," that bids well to pass the trading stamp of the East.

"Script" Coupons

The battle cry of the new idea is, "A mile in travel for a dollar in trade," and the coupons are issued in denominations of ten cents, twenty-five cents, one dollar and ten dollars.

The cities where this idea has been adopted are divided into zones, and but one dealer of a kind is permitted the use of these coupons in any given zone.

These coupons are redeemable for trolley fare, railroad transportation, or for a world trip if sufficient purchasing power can be shown to furnish this large outlay.

The manufacturer as well as the retailer will benefit by the use of these coupons, for the manufacturers have agreed to pack these coupons in case goods, and as the retailer can benefit as well as the consumer, the line packing these coupons is assured that when goods are to be moved his will stand the first chance.

Who will be the first cigar manufacturer and dealer to adopt their use?

* * *

Not only is the premium system adapted to the retailer, but more and more manufacturers and jobbers are falling in line for this method, recognizing unusual effort on the part of their representatives.

Stimulating Salesmen

A certain manufacturer of cigars located not a thousand miles from Chicago, conceived the idea of offering certain articles for the best showing made by his men on the road for a given period.

These articles consisted of a watch, chain, fob, fountain pen, cigar case, cigar lighter and on down the list to a cigar cutter. These articles have not been purchased but their amount stipulated, so if the winner of the first prize is the possessor of a watch, the amount can be spent for any article desired. This rule follows in regard to other items, and even in view of the so-called hard times, these salesmen are turning in larger orders than ever before.

* * *

To the retail cigar and tobacco dealer, the month of February affords ample opportunity for especially attractive window displays, and also a timely offering in souvenirs.

Birthday Thoughts

For the last two weeks the window should be trimmed with a picture of Washington, with the proverbial hatchet, and if sufficient room is obtainable an imitation cherry tree could also be used to good effect.

Plainly written show cards announcing certain goods at special prices for this holiday season should also be in view of the pedestrian, but care should be taken that these announcements do not in any way obstruct or mar the general effect.

Another thought, and that is that in a decoration of this character, extreme care must be taken not to overcrowd the window with a miscellaneous assortment of odds and ends.

Los Angeles

Big Cigar Swindle Unearthed—"Ike" Wentworth Selling "Banderos" Like Hot Cakes—"Reynaldo" Guessing Contest Good Sales Effort—"Cinco" Brand Has Heavy Call With Klingenstein Company

Los Angeles, Cal., February 3d.

CONTINUED rain is causing the retailer much worry these days. Collections are fair, the jobbers report.

On Thursday, January 28th, the City Council officially turned off the white lights over the pennant stands where pretty young women invited men to shake dice for the many-colored pennants.

The lid was officially settled into place with a bang, for no longer will the fair young maids be allowed to participate in the games of chance over the dice tables.

A gigantic cigar swindle by which it is believed cigar distributors through the Western States have been systematically defrauded out of tens of thousands of dollars' worth of cigars, was disclosed here by the local police through the efforts of Jot C. Wood, a representative for a Florida tobacco manufacturing firm.

Three men are under arrest and other arrests are expected to follow. The prisoners are Henry Kelsoe, a Southern Pacific freight conductor; V. D. Hudson, of the cigar firm of Hudson & Swarthout, 528 South Main Street, and J. T. Wygal, a salesman for Hudson. Under arrest in Eureka, Cal., is a man known as Kennedy, detained in connection with this case.

Several thousands of cigars were found in rear of saloons and in the prisoners' houses, but these represent but a small part of the loot for which the police are looking. Back of it all is believed to be the operation of a system whose head has not yet been captured. It is believed that other railroad men, some in trusted positions, will be involved.

J. D. "Bat" Nelson was here calling on the trade in the interest of Schinasi Brothers' "Naturals" cigars. He reports a decided increase in the sales of this brand.

M. Schinasi and family, of the firm of Schinasi Brothers, arrived a few days ago to spend the season at Pasadena, Cal.

"Ike" Wentworth, representative for the Lovera Company, of New York, N. Y., and with Haas, Baruch & Company, of this city, is leaving for Fresno, Bakersfield, San Francisco, and on the return will make the San Diego trip in the interests of his house and "Lovera" cigars. "Banderos," packed in 1/40's "Lancer" size, are going like hot cakes hereabouts, so Ike tells me.

Wolfred Salazar, outside salesman for Klauber-Wangenheim Company, has been switched to the capacity of inside sales clerk, where he is doing much hard work.

At the beginning of the new year, Klauber-Wangenheim Company instituted a new policy. Before that time, the salesmen delivered, in automobiles, all the stock which they sold to their customers. Now, having reduced the number of delivery cars to three, and added eight men to the inside workings of the house, a great deal of expense was cut down in the way of auto repairs, etc.

Ross Winans, the youthful head of the shipping department of this firm, is assisted greatly by the increase of the sales force due to the enforcement of the new policy. He now has working under him seven efficient clerks, who, through their earnest desire to make the new policy a success, have settled all doubts as to its feasibility.

R. M. Stevenson has been kept away from his duties with the George W. Walker Cigar Company for the past two weeks, due to his mother's illness. H. M. Coppage, formerly with Mathews Candy Company, of this city, has joined the sales force of the George W. Walker Cigar Company, and will operate on the Coast and Bakersfield territory. He is a valuable addition to the already efficient crew of salesmen working for this house.

The George W. Walker Cigar Company report a decided shortage in shipments due to Eastern floods and sundry other causes. "Tungsten," "Belmont" Czars and "Pep-o-Mint," the new and novel candy lozenge, handled by this firm, are all moving with satisfaction, reports Mr. Lee, of the above firm.

G. H. Johnson Cigar Company reports business good on "El Portana," "Dutch Masters" and "S-C-W," their five-cent brand.

The Federal Cigar Company placed their three brands of three-for-five stogies, namely, "Possum," "Smokettes" and "Old Glory," with Klauber-Wangenheim Company, and this house is facing a shortage of each brand. They recently took over the entire line formerly handled by the A. B. Greenwald Cigar Company, which included such sellers as "Ruy Lopez," "3-0-4," "La Plantina" and "Barrister" cigars.

Morris Burke and Luckett, Luchs & Lipscomb, have hit upon a novel idea to plant the "Reynaldo" cigars in the public's favor. They are running several Guessing Candle Contests at various desirable locations about town. Needless to say, they are the talk of the town. Each of the candles weighs thirty pounds, is five inches in diameter and stands five feet nine inches in height. They commenced to burn on January 18th and are about half-way gone at this date. Each candle is allowed to burn fourteen hours each business day, and ten hours on Sundays.

The first prize offered is a box of fifty two for twenty-five cents "Reynaldo" cigars. Second prize, box of fifty ten-cent "Reynaldo," and third prize, box of fifty "Reynaldo" Sketches, five-cent size.

The cigar dealers of this city have formed a combination under the name and style of the Independent Retailers Cigar Stores Premium Association. The charter members of the association are Morris Burke, Keene & Crocker, I. Weinberger, Phillips & King, W. G. Henderson, Louis Gold, H. D. McLain, Collin McIntyre, A. H. Knaus and F. I. Finkenstein.

They have taken in fifty retailers throughout this city, each being required to put up a certain sum to go towards the promotion of the enterprise and purchase of premiums. The plan is to give away every ninety days $3000 worth of premiums.

Morris Burke, representing Luckett-Luchs-Lipscomb, of Philadelphia, Pa., is leaving for San Diego, Cal., on the 7th, in the interests of the "Reynaldo" cigars, manufactured by the above firm. The Exposition is in full sway there and he will endeavor to make many new placements of this cigar, which is already meeting with favor in that city.

Mr. Isie Klingenstein, of the Klingenstein Company, is being complimented highly upon the tactful and capable manner which he pursued in running down the thieves who stole 10,000 "Cinco" cigars from the company's warehouse. In scarcely a week Mr. Klingenstein had the thieves in hand and the complete recovery of the stolen cigars.

The Klingenstein Company report a great demand for "Cinco" cigars, and their many other brands are moving to the entire satisfaction of the house. Especially so are the cigarettes, "Milo," yellow label, setting a pace that will be hard to equal.

California, 1915.

Cincinnati

Trade in Good Condition Here—Faber to Open New Store—"Camp" Cigarettes Well Displayed by City Stands

Cincinnati, O., February 10th.

WITH the first week in February retail and jobbing houses began to feel the effects of an increased business and both lines report improvement over January. The cigar manufacturers generally remark upon an improvement in their January output over January of 1914. All together this makes trade conditions satisfactory and there is every reason to believe that a return to normal is at hand.

The heavy rains and the rise of the Ohio have caused the annual exodus from the "bottoms" where the leaf houses and small cigar manufacturers carry on their business. However, the river seems to have reached its greatest height and no doubt business will be resumed in this section in a few days.

George Faber, who has been chief salesman for Lee Heine, the Walnut Street jobber and retailer, has formed a company with several of his associates and will operate a store at 607 Walnut Street under the name of George Faber & Son. As soon as repairs can be made and fixtures installed the place will be open for business. It is understood that the five-year lease taken on this location by the company will aggregate a rental of $15,000 for that term.

August Teitig, of A. Teitig & Son, is now traveling through the Middle West gathering orders for the popular Teitig brands.

Among the recent visitors was J. B. Wertheim, head of the Jose Lovera Company.

Henry Straus, the Dow drug stores, Charles Krohn and others, have taken on the "Camp" cigarette, which is now making its appearance in this territory. W. D. Trude, representing the Camp Importation Company, has been assisting R. E. Sugden in introducing the brand. The brand is taking very well with the discriminating cigarette smokers.

R. N. Loomis, assisted by R. R. Miller, recently visited this territory with the popular "Omar" cigarettes. This brand is going well and the enormous amount of advertising that is being done on this brand in national magazines is bringing the consumer in line throughout the country.

Henry Esberg, now representing Theobald & Oppenheimer Company, of Philadelphia, was among the visitors to the trade recently. He is pushing the "Abbey" cigar.

Adolph Stark has joined with Lee Heine and will assist with the counter sales. He succeeds George Faber, whose new venture is mentioned above.

Henry Straus will shortly open a retail cigar stand in Louisville. It will be in charge of A. K. Wolf.

W. W. Russell, representing Larus Brothers, of Richmond, was a recent visitor. He reports excellent trade on "Qboid" and "Edgeworth" smoking tobaccos.

"La Verdad" cigars, made by Simon Batt & Company, were recently represented in this city by Henry G. Alces, who has been gathering orders on this brand.

Itan.

William R. Harris Estate Totals $3,000,000

A recent estimate of the estate of the late William R. Harris, vice-president of the American Tobacco Company, is believed to total more than $3,000,000, all of which is to be divided among his widow and four children. Greycourt, the Harris country place at Tarrytown, is left to the widow.

Sumatra Inscriptions Will be Held

THE cigar trade will no doubt be interested to learn that despite existing conditions, the Sumatra inscriptions will probably be held at Amsterdam, commencing March 26th.

John H. Duys, of the house of H. Duys & Company, when questioned regarding the situation, gave the following to a "Tobacco World" representative:

"We feel positive that the Sumatra inscriptions will be held in Amsterdam commencing March 26th, and that these inscriptions will be attended by practically the usual number of American and European buyers.

"The blockade which was announced by the German Government, to take effect February 18th, will not, in our opinion, hamper shipments to and from Holland to any great extent. Practically the same conditions have existed ever since the commencement of the war, and neutral shipments containing contraband have always been able and will always be able to reach Rotterdam unmolested. The cigar trade of the United States, therefore, can rest assured that there will be Sumatra tobacco available for them, and that they will not have to look for substitutes."

Bristol Cigar Company Incorporated

William A. McCormick, president; M. Frank Coffey, treasurer, and J. J. McGowan, are named as the officers of the recently incorporated Bristol Cigar Company, Fall River, Mass. This company succeeds to the business of the M. F. Coffey Cigar Company. The capital stock is listed at $2000.

Morris H. Weiss Forced Into Bankruptcy

Morris H. Weiss, proprietor of an extensive cigar store, Logan Square, Chicago, Ill., was forced recently into bankruptcy by his creditors. The liabilities are said to be between $12,000 and $13,000. The assets are not given.

Leaf Tobacco Notes

PENNSYLVANIA

Lancaster, Pa.

As some of the big outside tobacco and cigar concerns that were in the field early in the season buying Lancaster County's 1914 tobacco have resumed buying, after some weeks of standing off, there is a prospect of the prices on the crop stiffening. Lately the prices went down as low as eight and one-half cents a pound for wrapper goods, but the best crops are now bringing ten cents.

It is not believed that more will be paid under any circumstances, except for extra choice goods. Packers are beginning to believe that the great drawback to this crop, its great irregularity as to color, may be at least partially overcome as the tobacco passes through the sweating process, though about 20 per cent. of the crop, a crop that will turn out probably 70,000 cases, is likely to hang on the growers' hands until very late in the season.

Representatives of the big concerns now buying say they will buy only a comparatively small percentage of what they would have taken had the crop not been so irregular. Instead of sweeping up entire sections, as they were accustomed to do in former years, they now inspect every crop carefully, as every one is bought on its individual merits. Many growers, dissatisfied with the conditions of the tobacco industry, declare they will turn from tobacco culture to other less risky crops next season, the high prices of wheat and corn proving a strong lure now, and high prices are expected to continue with a prolonged European war.

San Francisco

January Business Very Quiet—M. A. Gunst & Company to Have Wonderful Building at Exposition—Yochem Making Good Connections for "Royal Banner" Brand

San Francisco, February 5th.

THE San Francisco cigar trade is having a day or two of nice bright weather after a prolonged period of rain and storm. Unfortunately, the weather man has predicted another storm as due tonight or tomorrow, though the trade is still hoping that the forecast official may be mistaken. Since the first of February, business has picked up quite a little, particularly during the last two days of nice weather. In spite of a good deal of hopeful talk along about the first of the year, dealers admit on the quiet that January business was not up to the expectations of most of the trade. The weather is generally blamed for this, though it is admitted that general business conditions were slower in brightening up than had been generally hoped for. Probably, the near approach of the opening date for the Panama-Pacific Exposition has caused all prospective visitors to delay their trips to San Francisco until after February 20th. Some local operations have also been held up for the same reason.

The new M. A. Gunst & Company building "On the Zone" at the Panama-Pacific Exposition is intended to exceed anything else of the sort that has ever been attempted at previous fairs. Beside a splendid showing of the lines of cigars, cigarettes and tobaccos carried in this territory by M. A. Gunst & Company, a lounging room has been provided with every convenience for trade and other visitors. The building is now practically completed, and the work of installing the exhibits will soon be under way. This week M. A. Gunst & Company have been sending out notices to their friends and connections. These consist of beautiful invitations to come to San Francisco, attend the big fair and make use of the conveniences which M. A. Gunst & Company have provided.

Milton H. Esberg and Alfred I. Esberg, of M. A. Gunst & Company, who are now in the East, were delegates to the gathering of the Chamber of Commerce of the United States, which met in Washington this week.

R. W. Tredway, of Stockton, Cal., has bought out the cigar and tobacco business of P. J. Madsen at that place.

H. H. Manley, who looks after the interests of the American Cigar Company in the Pacific Coast States, returned from the East a few days ago, but is already away again for a short trip. This time he is in Southern California, but will return shortly and then leave for the North. He found people in the East encouraged over the outlook and hopeful as to the present year's business, but gathered that the Pacific Slope was rather more active in a business way than the Atlantic Seaboard is.

Johann G. W. Ludemann, who many years ago was a factor in the cigar manufacturing trade in San Francisco, and who is said to have opened the first factory here, died at his home in the suburban city of Alameda on February 4th, at the advanced age of eighty-seven.

Sol Arkush, of the Pacific Cigar Company, local distributors of the Martinez-Havana Company, was visited this week by Frank Niles, of the jobbing house of Niles & Moser, of Kansas City, Mo.

Carl Koenig, traveling representative of Frankel, Gerdts & Company, of San Francisco, is visiting the Panama-California Exposition at San Diego this week. He is also visiting his customers at Los Angeles, San Diego and elsewhere in the South, and will later work his way up through the San Joaquin Valley towns.

H. Courtin has bought out the retail store of C. R. Young at Oakland, Cal.

Charles H. Knubel, Western representative of the "Charles the Great," who was reported at Denver several weeks ago working westward, has not yet reached San Francisco, though he is now expected within the week. He is understood to have had a good winter trade in the Mountain States.

W. W. & L. L. Howell, of Stockton, Cal., have bought out the cigar store and billiard parlors of Cole & Adams at that place.

A. Schwamm, of Los Angeles, representative of the P. Lorillard tobacco lines on the Coast, has been visiting the local trade this week. He is now on his way North for a round-up of the trade in Portland, Seattle and other centers.

Frankel, Gerdts & Company, San Francisco cigar manufacturers, have completed their exhibit booth at the Panama-Pacific Exposition, and are now only waiting for February 20th when the big show will open. Frankel, Gerdts & Company will have seven cigarmakers employed at the exhibit.

W. A. Yochem, traveling representative of the Banner Cigar Company, who is to open the big campaign here on the "Royal Banner" line of cigars, the distribution of which has been secured by the Edward Wolf Company, is still in the northern Coast section, where it is rumored he has about concluded some additional good connections.

A new cigar stand has been fitted up in the lobby of the Plaza Hotel, at the corner of Stockton and Post Streets. It will be operated by William Glynn, who already operated the cigar stand at the Hotel Sutter.

William Robertson, secretary of the Chamber of Commerce at Fresno, Cal., working in connection with an unnamed tobacco man from Los Angeles, is planning on organizing a company at Fresno to work up a part or all of the tobacco grown in Fresno and neighboring counties in the San Joaquin Valley.

Ehrman Brothers & Company, San Francisco jobbers, report that the first month of the year has turned out very well for them. They have had a number of specialty men out, and have been getting in good results all along the line. Ted Cohn, factory representative on the "Mendel" line; J. W. Glenn, on the "El Roi-Tan," and A. Lichtenstein, have been getting fine results from San Francisco; while L. Huff has been doing equally well in Oakland and other parts of Alameda County. Their "Isabella" Manila cigar is being well looked after by Mr. Messelin.

Dave Erdrich, the "El Sidelo" man for all this Western section, has just about completed his work in Southern California, and will reach San Francisco within the next few days. The "El Sidelo" is distributed in this part of California by Horn & Company, and is largely sold locally by the Bercovich chain of retail stores.

The cigar store of P. E. Rulon in this city has been taken over by H. L. Samm.

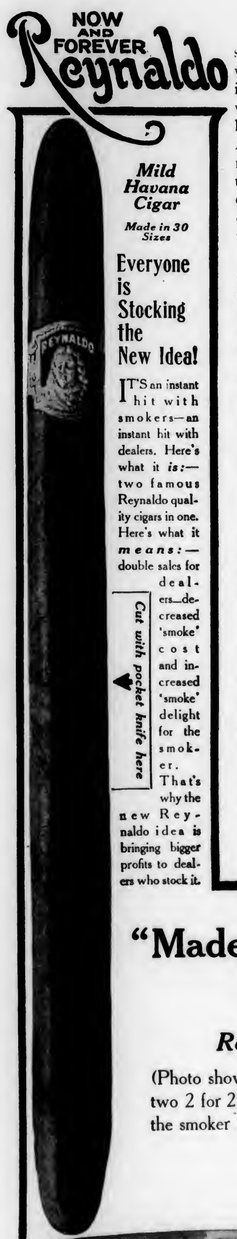
I. Danziger, San Francisco importer of Manila cigars, has left for Oregon and Washington on his first trip for the year.

Allen.

"Omar" Car Boosts 'Frisco Sales

The "Omar" electrical advertising truck has recently made its appearance in San Francisco and is nightly drawing large crowds wherever it appears.

On both sides of the truck appear animated pictures of the indolent Turk whose rotund face and Oriental costume has come to typify "Omar" cigarettes to the smoking public.


NOW AND FOREVER
Reynaldo
Mild Havana Cigar
Made in 30 Sizes
Everyone is Stocking the New Idea!
IT'S an instant hit with smokers—an instant hit with dealers. Here's what it is:—two famous Reynaldo quality cigars in one. Here's what it means:—double sales for dealers—decreased 'smoke' cost and increased 'smoke' delight for the smoker. That's why the new Reynaldo idea is bringing bigger profits to dealers who stock it.
Cut with pocket knife here
REYNALDO

"Made So Well This Generation, It Will Remain The Next Generation's Favorite"

Reynaldo Economics

(Photo shown at left) are packed fortieths, being two 2 for 25c cigars made as one and costing the smoker 20c, or 10c each.

Reynaldo Duets

(Photo shown at bottom) are packed fortieth and twentieth, being two 10c cigars made as one and costing the smoker 15c, or 7½c each.

Luckett, Luchs & Lipscomb, Bulletin Building, Philadelphia, Pa.

Cut with pocket knife here

Salesmanship

Salesmanship is the art of selling something to a man who thinks he does not want it, at a price he does not want to pay, at a time when he does not want to buy. Anything else than this is not salesmanship. Most of us know this is done every day in the year, every hour of the day. Yet few can tell why it is possible.

Certain qualities of salesmanship enter into every deal of this character. Few salesmen possess all the qualities that are factors in successful salesmanship. Yet all must possess most of them.

These qualities are enthusiasm, resourcefulness, self-respect, personality, tact, quick wit, health and the "sixth sense."

Enthusiasm covers a multitude of defects in the salesman. It is an offset to a pleasing personality with a man who lacks that quality. It is one of the most essential of all qualities.

Resourcefulness is the quality that converts defeat into victory. That enables the salesman to spring into the breach and assault the enemy before he has his defence prepared and to carry him by storm. The man who is not resourceful is the one who knows what he ought to have done when he gets out on the sidewalk.

J. A. Block Heads Independent Manufacturers

At the annual meeting of the Independent Tobacco Manufacturers' Association of the United States, recently held in Wheeling, W. Va., J. A. Block, of the Block Tobacco Company, of that city, was elected president for the ensuing year. Wood F. Axton, of Louisville, was made vice-president, and Rawlins D. Best, of Covington, Ky., was elected secretary and treasurer.

C. C. Taft Installs Fine Counter

The new lobby decorations in the Hotel Chamberlain in Des Moines, Ia., have caused the C. C. Taft Company, owners of the cigar stand privileges in that hostelry, to install a new counter to keep in step with the hotel.

The new counter is of mahogany and onyx and is one of the most beautiful cigar stands to be found in the Middle West. This is the criticism of the hotel guests, at least.

A humidor system is included in both cases, so that the consumer gets his fine brands in the very best of condition.

The Bishop-Babcock-Becker Company, of Cleveland, O., manufactured the counter especially for the Hotel Chamberlain lobby, and it is a masterpiece of cigar counter workmanship.

Soldiers and the Use of Tobacco

The following is taken from the London "Lancet": "We may surely brush aside much prejudice against the use of tobacco when we consider what a source of comfort it is to the sailor and soldier engaged in a nerve-racking campaign. With us at home it is a common experience that the smoking of a pipe, cigarette or cigar does much to allay the restlessness and muscular irritability engendered by mental and physical fatigue. There can, indeed, be little doubt that tobacco fills an important place in the psycho-physiological affairs of the human race, and that the habit of smoking (which does not include over-indulgence and self-poisoning) does something to temper the intensity of the struggle. There are exceptions, of course, but smoking is a custom which has widely prevailed amongst men distinguished by their soundness of judgment and by their success in the worlds of art, science and literature—men who have played a great part in solving the problems of existence in its many difficult details. . . . The hope is thoroughly justified that the soldier in the present campaign will be generously supplied with this indisputable creature comfort."

Tampa

Gasparilla Carnival in Full Sway—179 Cigar Factories Keep "Open House"—A. Ramirez Files Schedule in Bankruptcy—Sanchez y Haya Well Pleased With Business on Their Smoker

Tampa, Fla., February 11, 1915.

TOMORROW morning at sunrise, Tampa will abandon ignoble care and banish her for four whole days to regions unknown. In her stead, revelry! Revelry in all her changing moods of gaiety will ascend the throne of the city and rule with her irresistible sway. Royal welcome will be tendered to Gasparilla and his Mystic Krewe, and the carnival which has been so long in preparation will have opened. Tribute has been paid to the trade in that the first day of the festival will be known as "Clear Havana Cigar Day". It has been justly earned. Tampa's supremacy as a manufacturing centre of clear Havana cigars is unquestioned. One of the features of "Clear Havana Cigar Day" will be "open house" by 179 cigar factories of the city for the inspection of visitors.

Owing to the fact that certain measures which were pending in connection with the company had not been entirely adjusted, and in order to permit of their being completed, the annual meeting of Sanchez & Haya, which was to have taken place February 1st, has been postponed until Tuesday, February 23rd.

C. C. Courtney and Lee Tanksley, American Tobacco Company representatives, have been visiting the local trade in the interests of "Tuxedo" smoking tobacco.

A. Ramirez & Company, listed among the older local factories, and until a few years ago occupying a prominent place among Tampa cigar manufacturers, have filed a voluntary position in bankruptcy. The schedule filed gives a list of the unsecured creditors as follows: Swann & Holtsinger Company, $3250; Eugene Holtsinger, $7907.29; the estate of S. L. Biglow, $250; A. Ramirez, $16,157.66; Salvador Rodriguez, $150; Bank of Ybor City, $100; F. Menendez, $520. The total liabilities, listed above, is $28,724.95.

The assets are about one-sixth the liabilities. Cash in the bank amounts to ninety cents; stock in trade, consisting of leaf tobacco, cigars, cigar boxes, labels, $3791.03; furniture and fixtures, $590.17; a total of $1382.10; and the accounts due the company, considered good, amount to $113.13; the accounts considered worthless, to $8000, and a claim against the United States for rebates, etc., $277. The total assets amount to $1772.73.

One of the unfortunate events of the past fortnight was the sudden death of Mr. John Trice. Mr. Trice was a president of the Citizens' Bank and Trust Company and was a big stockholder in the company of Cuesta-Rey. He was well known and well liked not only in social circles, but in commercial and financial as well.

Sanchez & Haya report that they are delighted with the business being done on their large smoker cigar, packed 250 in a plain cedar box, which is handled locally by El Witt, jobber of the brand. Present indications for the business of the company, generally, are very promising.

"Royal Standard" is the title of a new cigar to be marketed by the Terra Del Lage Cigar Company.

Wm. D. Duncan, of San Martin & Leon, who recently returned from Cuba in company with Jorge Leon, of the firm, has since gone to New Orleans, from which place he expects to return during the latter part of the month.

F. Lozano, Son & Company report that their business thus far for 1915 has shown a gratifying increase over the business done during the same period of 1914.

D. W. Ramsaure, of Palatka, Fla., and G. A. Ross, of Minneapolis, Minn., were recent visitors to the factory of the Tampa-Cuba Cigar Company.

Good business is reported at the factory of V. Geurra, Diaz & Company, manufacturers of the popular "La Mega" cigar.

Quiros, Villazon y Ca., manufacturers of the "Villazon" Havana cigar, have moved into the building formerly occupied by P. Verplanck & Company. The new quarters are capable of accommodating 400 cigarmakers. The company states that the business done during the year just past made it necessary to secure larger facilities.

Enrique Pendas is named as the successor of Jose Perfecto Arango, manager of the local branch of the Havana-American Company, who died January 27th last from an attack of acute indigestion. Mr. Pendas was formerly connected with the firm of Y. Pendas & Alvarez.

Perfecto.

"Brings Home the Bacon"

That is what several of our classified advertisers have had to say in regard to our Business Opportunities Department.

If you have anything to sell or exchange try this page. If you want to buy something try a solicitation in "The Tobacco World."

Only recently a big manufacturer used this column to advertise for a factory superintendent. On a one-time insertion we forwarded him twelve replies. He has since told us every one was from a first-class applicant.

Be Sure and Insert your next Classified Ad. in The Tobacco World.

SIGNS! SIGNS!! SIGNS!!!

High Class PAPER ENAMELOID SIGNS Our Specialty

ECLIPSE SIGNS GET THE TRADE

Maximum advertising value at minimum cost is what you get when you use our beautiful Paper Enameloid Signs. They catch the eye—they SELL CIGARS.

Ask our customers if you want proof. We cater exclusively to manufacturers and quantity users. To rated concerns we will gladly send samples of these effective and striking signs.

We will be glad to hear from experienced men with established business, as we have an attractive agency proposition to offer to such.

THE TOBACCO WORLD REGISTRATION BUREAU

The Tobacco World, established in 1881, has maintained a Bureau for the purpose of Registering and Publishing claims of the adoption of Trade-Marks and Brands for Cigars, Cigarettes, Smoking and Chewing Tobacco, and Snuff. All Trade-Marks to be registered and published should be addressed to The Tobacco World Corporation, 236 Chestnut Street, Philadelphia.

One Dollar for each title must accompany all applications. In case title or titles cannot be registered owing to prior registration, same will be returned immediately, less our usual charge for searching and return postage, or it will be credited if desired.

☞ Positively no responsibility assumed for errors, duplications or any controversies which might arise. We will not under any circumstances act in a legal capacity in cases concerning disputed titles. We maintain a bureau of records only.

REGISTRATIONS

ROLANDUS:—30,669. For cigars. January 27, 1915. C. C. Roland Cigar Co., Reading, Pa.

POST:—30,670. For cigars. January 27, 1915. L. Balistocky & Son, Philadelphia, Pa.

MARQUISE CLUB:—30,671. For cigars. January 27, 1915. Gumpert Bros., Philadelphia, Pa.

SPANISH VICEROY:—30,672. For cigars. January 29, 1915. Schmidt & Co., New York, N. Y.

DREXEL ARMS:—30,673. For cigars. January 29, 1915. Schmidt & Co., New York, N. Y.

CALIFORNIA REPUBLIC:—30,674. For cigars, cigarettes. January 29, 1915. E. Goslinsky & Co., San Francisco, Cal.

JOHN M. MACK:—30,675. For cigars, cigarettes, cheroots, chewing and smoking tobacco. January 29, 1915. Ano-Tero Cigar Co., McSherrystown, Pa.

SOLA VANA:—30,676. For cigars, cigarettes and tobacco. February 3, 1915. F. M. Howell & Co., Elmira, N. Y.

JUDGE DIXWELL:—30,677. For cigars. February 3, 1915. J. P. Kilfeather, New Haven, Conn.

SVITHIOD:—30,678. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. February 3, 1915. F. C. Lundquist, Chicago, Ill.

C. H. T.:—30,679. For cigars. February 3, 1915. Wm. A. Jack, Jacksonville, Fla.

BOBBY:—30,680. For cigars and tobacco. February 3, 1915. F. M. Howell & Co., Elmira, N. Y.

OH-HO:—30,681. For cigars, cigarettes and tobacco. February 3, 1915. F. M. Howell & Co., Elmira, N. Y.

NAFTIS:—30,682. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. February 5, 1915. Molla Cigarette Co., New York, N. Y.

JIT:—30,683. For cigarettes. February 5, 1915. Felsenfeld Cigar Co., Baltimore, Md.

LA ZIMOVA:—30,684. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. A. C. Henschel & Co., Chicago, Ill.

GEORGE THE FIRST KING OF GREECE:—30,685. For cigars. February 6, 1915. Brummel & Budinger, Chicago, Ill.

BANCROFT BEST 5c CIGAR:—30,686. For cigars. February 6, 1915. P. J. Nemmers Drug Co., Bancroft, Ia.

THE LIMIT 1st QUALITY:—30,687. For cigars. February 6, 1915. La Veda Cigar Co., Hammond, Ind.

NEVADA SPECIAL:—30,688. For cigars. February 6, 1915. Goldfield Cigar Factory, Goldfield, Nev.

EL SILBO:—30,689. For cigars. February 6, 1915. Wm. Steiner, Sons & Co., New York, N. Y.

BORINQUEN STAR:—30,690. For cigars. February 6, 1915. Colon & Mendizabal, New York, N. Y.

JOSE LULLA:—30,691. For cigars. February 6, 1915. G. Merz & Son, Chicago, Ill.

RICHMORE:—30,692. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. February 6, 1915. H. Van Gelder, Chicago, Ill.

AVA ROMA:—30,693. For cigars, cigarettes, chewing and smoking tobacco. February 6, 1915. Postal Service Cigar Co., Key West, Fla.

11 TO 2:—30,694. For cigars, cigarettes, cheroots and smoking tobacco. February 6, 1915. Wolff Wilson Drug Co., St. Louis, Mo.

DETROIT CRITIC:—30,695. For cigars. February 6, 1915. Van Vliet Bros., Detroit, Mich.

BABY DIMPLES:—30,696. For cigars, cigarettes and tobacco. February 6, 1915. Martinez-Havana Co., New York, N. Y.

LINDITAS:—30,697. For cigars, cigarettes. February 6, 1915. Martinez-Havana Co., New York, N. Y.

R. X.:—30,698. For chewing and smoking tobacco. February 6, 1915. Rex Tobacco Co., H. M. Groff, Perkasie, Pa.

DIKRAN:—30,699. For cigarettes. February 8, 1915. D. Serabian & Co., Boston, Mass.

DIOSANA:—30,700. For cigars, cigarettes and tobacco. February 8, 1915. The Moehle Litho. Co., Brooklyn, N. Y.

ROGER BEAN:—30,701. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. February 9, 1915. Levi S. Levor.

PRIZE ACRE:—30,702. For cigars. February 9, 1915. D. A. Gallagher Tobacco Co., York, Pa.

TRANSFERS

DUKE DE LAMAR:—30,046. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Transferred January 28, 1915, to X. Zufedi Cigarette Co., Inc., by The Inter-State Co., New York City.

ALLURO:—26,339. For cigars. Transferred February 3, 1915, to A. Santaello & Co., New York City, by Schmidt & Co., New York City.

KING LOG:—19,163. For cigars, cigarettes, cheroots. Transferred February 10, 1915, to Universal Mfg. Agency Co., San Francisco, Cal., by John K. Antonowitsch.

CANCELLATION

LIBERTY SEAL:—30,630. For cigars. Registered January 15, 1915, by Schmidt & Co., New York City. Cancelled February 10, 1915.

Bar All Under Sixteen From Cigar Work

All certificates permitting boys and girls under sixteen to work in tobacco and cigar factories in Pennsylvania are to be withdrawn by the inspectors with the approval of the State Industrial Board.

This action is taken as a result of studies of such establishments made by State inspectors and orders to carry out the new rule are being prepared at the Capitol.

The effect will be that sixteen years will be the age limit for tobacco workers. It is stated that the number of persons who will be affected is comparatively small, though relatively large in some counties.

Continental Can Company Has Big Year

The report of the Continental Can Company for the year ending December 31, 1914, shows that the net earnings were $1,399,434 for that twelve months, as compared with $788,016 for thirteen months ending December 31, 1913. A comparison shows a surplus of $855,080 for 1914, as against $390,328 for 1913.

Compromise Made in Peoria Cigarmakers' Strike

The Lewis Cigar Company cigarmakers' strike is now settled and the men have compromised and gone back to work at $9, and feel that they have done well. The Lewis Company, which is situated in Peoria, have had considerable trouble in adjusting the difficulty, but now only a few men have refused to return to their benches at the $9 price. Those who are out are not to disturb the men who are working.

One of the leaders is quoted as saying that factory conditions will be all that the cigarmakers can ask.

Humler & Nolan Will Not Sell Stands

A report has recently been circulated in Louisville, Ky., to the effect that another cigar company is about to take over the cigar stands throughout the city belonging to Humler & Nolan.

Bert Humler, of the firm, has made a statement to the effect that there is no foundation for such a report.

BUSINESS OPPORTUNITIES

For Sale, Wanted and Special Notices

RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

Special Notices.

"OLD DRURY" IS A SELF SELLING CIGARETTE
Willie Collier says, "Every puff a plug." Cork or plain. Write for territory. Old Drury Cigarette Co., 143 West Fortieth Street, New York City.

MONROE ADLER,
CIGAR BROKER,
186 N. La Salle St., Chicago, Ill. 6-17-he

LANCASTER STOGIE COMPANY,
MANUFACTURERS OF HIGH GRADE STOGIES,
120 Water St., Lancaster, Pa.

HIGHEST GRADE OF WHEELING STOGIES—That will please the most exacting smoker, are made by C. A. Kase, Seventh and Main Streets, Wheeling, W. Va.; Factory 33; Established 1895.

AN ESTABLISHED MANUFACTURER desires a few more accounts on his or private brands. Box 51, care of "The Tobacco World."

Wanted.

CASH PAID FOR CUTTINGS, SCRAPS & siftings.
Write to H. Adler & M. Meyerson, 332 E. 48th, New York

IMPORTANT NOTICE TO CIGARETTE MANUFACTURERS—We manufacture cigarettes for the trade; we also supply tobacco boxes and labels 25 per cent. cheaper than elsewhere. Brands registered. Write for particulars. Live distributors wanted. The Soter Company, 235 Canal Street, New York City.

WANTED—First-class cigar salesman that will work for me on a 10 per cent. commission basis for the best nicked propositon that has no competition whatever. Applicant must be acquainted with discounting jobbers and representative retailers only. Address Confidential, care of "The Tobacco World."

Wanted.

IMPORTANT NOTICE TO CIGAR JOBBERS—We want you to know that we make the best $20.00 cigar and the best $17.50 cigar you can buy anywhere. Registered brands. Sixteen years' experience. Only one jobber in any territory. Samples to responsible jobbers. T. E. Brooks & Co., Red Lion, Pa.

WANTED—Unlimited quantities of "Seed Cuttings" and "Siftings." Get our new quotations for cash. Interstate Tobacco Company, 428 East 106th Street, New York City.

For Sale.

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 E. 78th St., New York. 9-1-tf

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1, or money refunded. Fifty cents per pound. Edwin Alexander & Co., 178 Water Street, New York.

FOR SALE—Bright granulated smoking tobacco, unflavored; ready to blend and bag; made of best old Virginia golden leaf tobacco; mild, colory and mellow. Prices from four to eight cents per pound, in quantity to suit. Send for samples. W. W. Morton, P. O. Box 145, Richmond, Va.

FOR SALE—Complete outfit of machinery and material for manufacturing cigar boxes. Wagler Brothers, Peoria, Ill.

Annual Election of Union-American Company

The annual stockholders' meeting of the Union-American Cigar Company was held in Pittsburgh, February 8, 1915. No change was made in the directorate.

The following officers were re-elected for the ensuing year: G. P. Waidely, president; E. A. Kitzmiller, vice-president; N. D. Lean, treasurer; E. S. Hurt, secretary; F. E. Griswold, auditor.

C. H. Plitt on Trip to Florida

C. H. Plitt, the well-known York cigar manufacturer, left that city last week for a vacation in Florida, where he will spend several months. Mr. Plitt has not enjoyed the best of health for some time and on the advice of his physician he has withdrawn from active duty at his factory and will take a much needed rest in Florida. During his absence Mr. Plitt's two sons will conduct the business.

D. F. Fleck on Western Trip

D. F. Fleck, the well-known cigar manufacturer of Reading, Pa., who makes the "Courtello" five-cent cigar, and the "Leonardo," foil-wrapped bundle of five cigars, left on Friday for a trip through the Middle West. Since the first of the year Mr. Fleck has opened two large jobbing accounts and states that the prospects with his factory for a big year are excellent.

H. T. Hansen, of Kilbourn, Wis., is reported as having purchased the W. T. Pomeroy Estate on Pleasant Street, Milwaukee, Wis. It is said to be the oldest tobacco land in the southern part of that State.

Keep Your Window Clean

Once a window is properly cleaned and polished, it will stay clean for a long time, unless rain and dust strike it together. But don't forget the polish, as that is the important thing.

The inside windows should be washed with tepid water and chamois skin, with no soap or powder of any kind. Wipe this off dry with chamois and polish with cheesecloth.

The outside should have different treatment, however, and be cleaned with the following mixture:

1 ounce pulverized whiting.
1 ounce grain alcohol.
1 ounce liquid ammonia.
1 pint water.

Apply with a soft cloth, after having sprayed the window to remove surface dirt. When this preparation is allowed to dry, and is then rubbed off with a polishing motion, the surface of the window will be extremely brilliant, and will remain so far longer than when washed in the ordinary way.—"Canadian Tobacco Journal."

Thirty-five Per Cent. Offer of I. Teitelbaum & Company

A recent meeting of the New York creditors of I. Teitelbaum & Company, of Cleveland, O., manufacturers of the union-made brands of "El Sallego," "Flor de Addison" and "Sarzedas," which was attended by I. Teitelbaum and his attorney, resulted in an agreement to pay 35 per cent. cash on all claims.

The liabilities are said to total $41,000.

NEWMANN & GACH - Fancy Connecticut Wrappers and Havana our Specialty - Chicago

JOHN F. HEILAND & CO.
Lancaster County Fancy B's
LANCASTER, PENNA.

J. K. LEAMAN
Packer of and Dealer in Leaf Tobacco
Office and Salesroom
110-112 W. Walnut St., LANCASTER, PA.
Warehouse: Bird-In-Hand, Lancaster Co., Pa.

E. L. NISSLY & SONS
GROWERS AND PACKERS OF
CHOICE CIGAR LEAF TOBACCO
Packing Houses: Lancaster, Florin. Main Office: Florin, Pa.
Critical Buyers always find it a pleasure to look over our samples
Samples cheerfully submitted upon request.

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MILTON H. RANCK
Packer and Dealer in
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Office: Cor. Duke and Chestnut Streets
LANCASTER, PENNA.
Packing Houses: Strasburg and Lancaster

Jacob Bowman & Bro.
Dealers in and Packers of
LEAF TOBACCO
Penna. and Ohio Tobaccos a Specialty
226-230 East Grant Street, Lancaster, Penna.

John F. Nissly & Co.
Packers and Dealers in
LEAF TOBACCO
And Importers of HAVANA
No. 143 Market Street, Lancaster, Pa.

THE YORK TOBACCO CO.
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Office and Warehouse, 15 East Clark Avenue, YORK, PA.
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Cigar Ribbons, Silk Imitation and Muslinola Ribbon
Printed or Stamped in Gold or Silver
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Our Capacity for Manufacturing Cigar Boxes is Always Room for One More Good Customer
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PACKER AND WHOLESALE DEALER IN
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We offer a full line Pennsylvania, Wisconsin, Connecticut and Ohio, and Sumatra, Havana and Florida TOBACCOS
Domestic tobacco direct from the grower to you. We have the goods and facilities. Let us submit you samples and prices.
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Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba

SAN MIGUEL 100 HABANA, CUBA

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Figuras 39-41, Cable "CUETARA" Havana, Cuba

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And Packers of
LEAF TOBACCO

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Importers of Havana and Sumatra and
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Finest Retail Department in Pennsylvania

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PHILADELPHIA OFFICE, 420 DREXEL BUILDING.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Established 1834
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27 South Second Street, Philadelphia
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CIGAR LABELS
American Lithographic Co.
NEW YORK.
Chicago. — Cincinnati

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RACINE, WIS., - - - - U. S. A.

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Packers and Importers of VUELTA ABAJO TOBACCOS
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CLARENDON ROAD & EAST 37TH ST. BROOKLYN, N.Y.
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BRANCH OFFICE
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SKETCHES FURNISHED UPON REQUEST
EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

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These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in The Tobacco World. No bogus advertising admitted.

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CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
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FIFTY-SIX The Brand Established on "QUALITY ONLY"
10 for 25c.

CADO A QUALITY NEVER OFFERED BEFORE
10 for 15c.

MERIT AND UNIFORM PRICES
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Bunch Tables That Save Binders and Do Not Twist Fillers
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The jobber that sells Bold Cigars invariably sells more Bolds than any other nickel brands

BECAUSE

He pushes them,
He guarantees them,
He knows they repeat,
He knows, BOLD is

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The World's Standard Cigar

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The Real Independent Factory in Havana

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Calle De La Industria, 172-174
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General Agent for United States and Canada
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Robt. Burns
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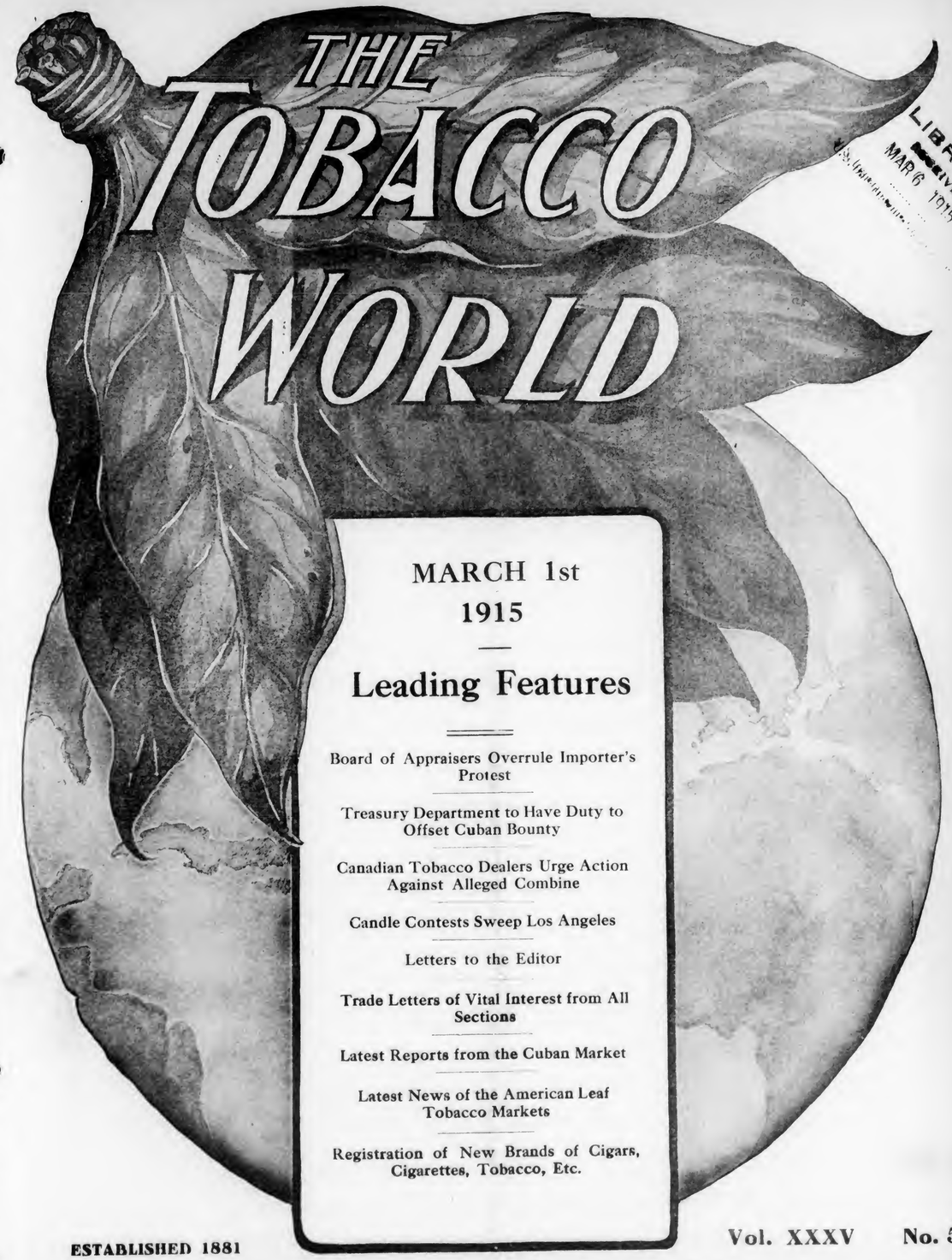

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Treasury Department to Have Duty to Offset Cuban Bounty

Canadian Tobacco Dealers Urge Action Against Alleged Combine

Candle Contests Sweep Los Angeles

Letters to the Editor

Trade Letters of Vital Interest from All Sections

Latest Reports from the Cuban Market

Latest News of the American Leaf Tobacco Markets

Registration of New Brands of Cigars, Cigarettes, Tobacco, Etc.

ESTABLISHED 1881 Vol. XXXV No. 5
PUBLICATION OFFICES: 236 Chestnut Street, Philadelphia

F. C. LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue

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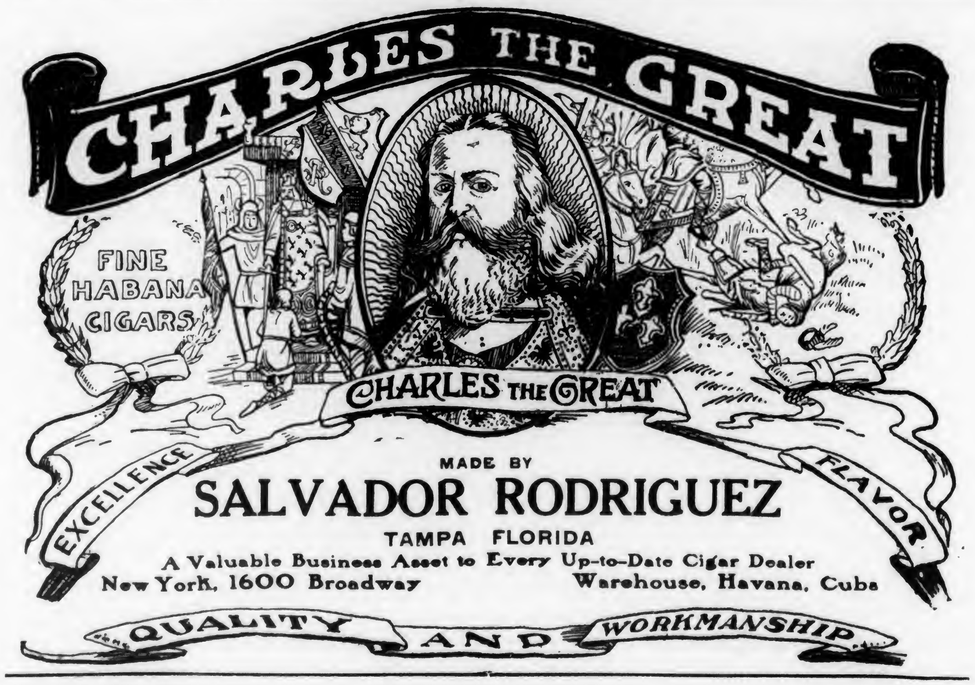

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New York, 1600 Broadway Warehouse, Havana, Cuba

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Cor. 11th Ave. and 25th Street

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The above concern has absorbed the corporation Kaufman, Pasbach & Voice and with its double facilities, are prepared to give the trade the benefit of the same.

Write us for specimens of our recent cigar label and band work which are considered equal to imported.

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Blunt and Club, in the popular 10-top $\frac{1}{20}$-packing. Same real Portuondo quality at the right price. . . . . .

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Behrens & Co.

Havana, Cuba
Consulado 91-93

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always a little better than Havana's Best

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The Original and Genuine

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Smoking Tobacco in a New Cut

Packed in a Pocket-proof Package

1½ ounces—5 cents

United States Tobacco Co.
RICHMOND, VA.

For Gentlemen of Good Taste

San Felice CIGARS

The Deisel-Wemmer Company
LIMA, O.

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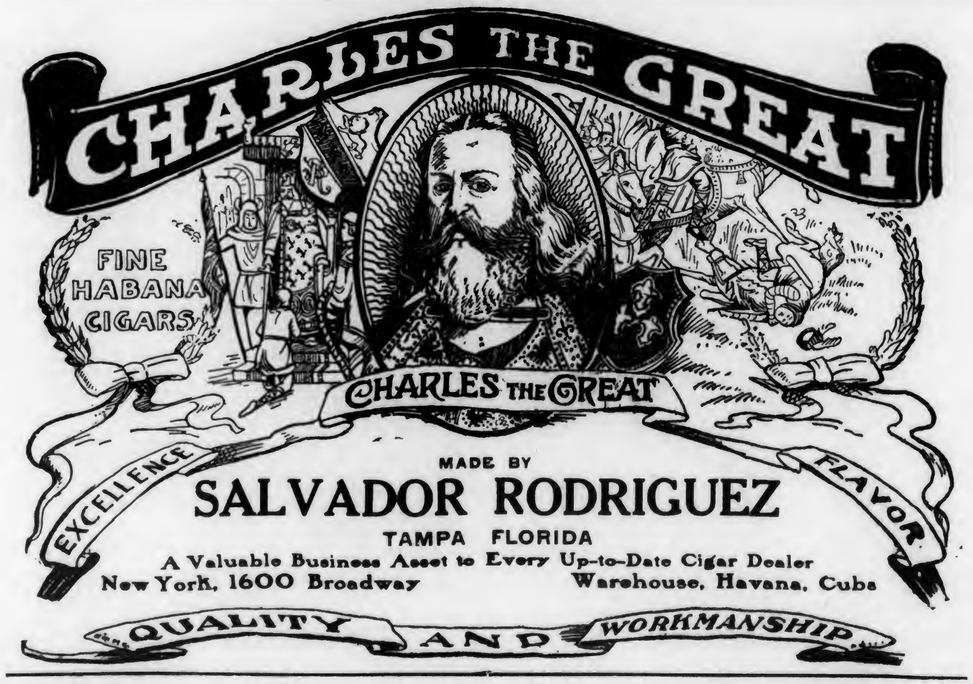

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San Felice CIGARS

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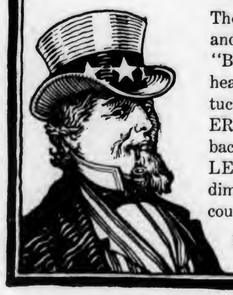
Lopez Hermanos
Makers

New York Office: 250 Fourth Ave.
Factory: Tampa, Fla.

UNION LEADER
REDI-CUT

"The Big Ten-Cent Tin"

For Pipe or Cigarette



The UNION of quality and quantity makes that "Big Ten-Cent Tin" of heaped up "ole Kaintucky" Burley a LEADER that leads smokers back for more. UNION LEADER coaxes the dimes across countless counters.

P. Lorillard Company
Established 1760

GIRARD

14 SIZES
10¢ AND UP

Where Quality counts, Roig's and Girard Cigars are foremost.

ESTABLISHED 1871
MADE RIGHT IN PHILADELPHIA

Antonio Roig & Langsdorf, Philadelphia.

ROIG'S 5¢ CIGAR

Don't Place Your Order
FOR
Tin Cans or Cigar Boxes

At least not until you have sent us samples for our prices. Our lithographed tin cans are examples of the finest workmanship in this line while our cigar boxes are remarkable for their quality.

We are the originators of some of the best selling packages on the market and will be glad to submit samples of our work on request.

Don't Place Your Order Until You Write Us

Save time and money by getting our prices first.

We are able to handle lithographic work relative to the cigar industry and can submit samples of some of the best German Process work done in America.

Write Us First then Compare Prices and Quality with those of our Competitors

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Chewing Snuff

We guarantee Copenhagen Snuff is now and always has been absolutely pure.

It is made of the best, old, rich leaf tobacco. The Snuff Process retains the good of the tobacco and expels the bitter and acid of natural leaf tobacco, making Copenhagen the **World's Best Tobacco for Both Chewing and Snuffing.**

Whenever a dealer has any difficulty in obtaining his supply of Copenhagen Chewing Snuff satisfactorily, we will help him if he will write us.

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BUSTILLO BROS. & DIAZ, Inc.

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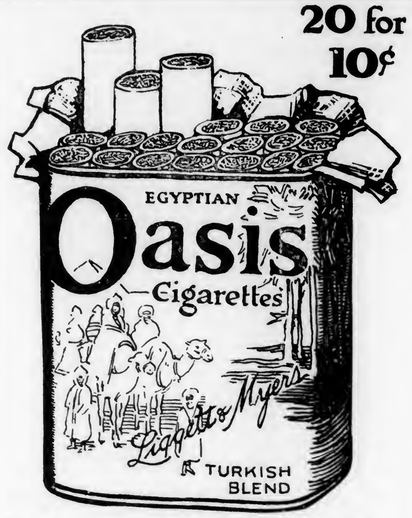


20 for 10¢

Always a Steady Demand for Oasis Cigarettes

The new Turkish blend that taught Egyptian cigarette smokers what they *ought* to get for a nickel.

Our vast leaf resources, our long manufacturing experiences and the services of our most trusted experts were employed to produce Oasis.

The Egyptian cigarette smoker *knows what he wants*—the best Egyptian cigarette his nickel or dime can buy.

—and he gets it in Oasis.

Result is, he comes back for more.

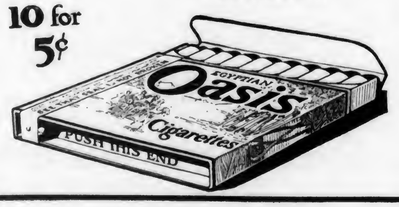
Always keep a good stock.

Oasis
CIGARETTES

Two packings—20 for 10c.—and 10 for 5c. Both good sellers—and mighty attractive looking packages for your displays.

Liggett & Myers Tobacco Co.
NEW YORK CITY

10 for 5¢



Are You a Recruit *Smoker?*

As a judge of "what's what" in tobacco you'll appreciate the ***all-tobacco*** goodness of Recruits. They are the ideal "in-between" smokes. Recruits have a wide following among "dealer-smokers." Try Recruits.

Are You a Recruit *Seller?*

Recruit is the world's biggest selling brand of little cigars. That should interest you from a ***profit standpoint,*** just as Recruit quality appeals to all classes, from a ***smoke standpoint.***

The Reasons for Recruit's All-'round Popularity:

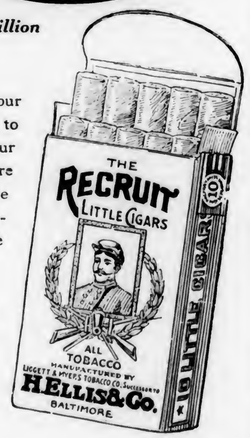
All tobacco — yet mild as a cigarette. Pure Virginia tobacco, wrapped in a light, mild Burley leaf. Appeals alike to cigar, cigarette and pipe smokers. Made of these selected choice tobaccos in a modern, sanitary factory—and sold at

10 *for* 5c

RECRUIT
LITTLE CIGARS

"More Than a Million Smoked Daily"

If the smokers in your vicinity are unable to buy Recruits at your store—then, you are missing one of the best selling opportunities in the tobacco business.



H. ELLIS & CO.
Branch,
Liggett & Myers Tobacco Co.

Demand Proves the Value of a Cigar

Statesmen
MILD 5¢
CIGARS

ARE IN DEMAND

JEITLES & BLUMENTHAL, Ltd.
PHILADELPHIA, PENNA.

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged
1871 GATO 1871
Write for Open Territory
Factory: Key West, Fla.
New York Office: 203 W. Broadway

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"TOBACCO LEAF"
The Leading Authority in Book Form
All about Tobacco From the Plant to the Finished Product
500 pages, cloth bound—$2.00 by mail, prepaid
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WE REPLY TO "THAT BLUNT QUERY", MORE BUSINESS ORDER

"44" CIGAR COMPANY
INCORPORATED
PHILADELPHIA

LOVERA
CLEAR HAVANA CIGAR
Made under U. S. Bond by
Jose Lovera Co.
TAMPA, FLA.

BAYUK BROTHERS
"HAVANA RIBBON"
FIVE CENT CIGAR
PHILADELPHIA

DIAMOND JOE TRADE MARK CIGAR FACTORY
ESTABLISHED 1850
Charles Denby
BEST THAT SKILL, ENERGY AND MONEY CAN PRODUCE
H. FENDRICH, Maker, EVANSVILLE, IND.
5c CIGAR

A Fashionable Smoke, "Bull" Durham

"Bull" Durham tobacco, fresh, delicious, satisfying beyond comparison, is the smoke par excellence of ultra-smart America. Any afternoon in the fashionable metropolis, men of affairs from the financial district, men of leisure from the most exclusive clubs, roll up in their motors to the popular Thé-Dansants and other favorite rendezvous, for a bit of light refreshment, a view of the dancing, and—most enjoyable of all—a fragrant, fresh-rolled "Bull" Durham Cigarette, fashioned by their own skill, to meet their individual requirements.

GENUINE

"BULL" DURHAM

SMOKING TOBACCO

Ask for FREE book of "papers" with each 5c sack

"Bull" Durham is distinguished from all other tobaccos by a wonderful, delightful, unique aroma, that can instantly be recognized in the faintest trace of smoke. There is no other fragrance like it in all the world.

"Bull" Durham hand-made cigarettes are distinguished by the most agreeable smoothness, mellowness, mildness and freshness—a source of lasting satisfaction to millions of experienced smokers.

FREE An illustrated booklet, showing how to "Roll Your Own," and a Book of cigarette papers, will both be mailed, *free*, to any address in U. S. on postal request. Address "Bull" Durham, Durham, N. C., Room 0000.

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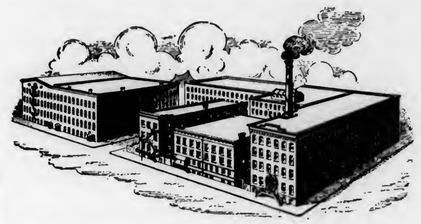

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NEWARK, N. J.

LARGEST INDEPENDENT CIGAR FACTORY IN THE WORLD

MAKERS OF SUCH FAMOUS BRANDS AS

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ALL LIVE DEALERS carry our entire line. Backed up by extensive national advertising—our merchandise sells fast. A profit-sharing voucher for the consumer attached to all cigars and enclosed in package goods. Additional vouchers in all boxes. If your jobber cannot supply you, write us and send us his name. Get in line—don't let the dealer in your block get all the business. Write to-day—we'll send you our new Profit-sharing Catalog free.

Over 1000 Dealers in New York During 1914 Stocked

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CLEAR HAVANA CIGARS

The flower of perfect tobacco manufactured in bond has maintained "Mi Favorita" Clear Havana Cigars at the forefront of all brands. Quantity shipments from factory.

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"The Park & Tilford Standard"

HONESTLY ADVERTISED NOT MISLEADING

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Broadleaf Wrapped Havana Cigars

Real Havana Tobacco Skillfully Blended

Pre-eminent by Comparison

THE · SHIELDS-WERTHEIM COMPANY, Cleveland

Repeats Like a Winchester

5c.-Rocky Ford Cigars-5c.

Delicious Flavor
Made at our Newark, N. J. Factories

We also manufacture at our several factories located at Pittsburgh, Pa. the celebrated

[Pittsburgh "FAMOUS" Stogies]

The jobber's biggest asset in the 2 for 5c. line.

Our 2 for 5c. and 3 for 5c. lines of CIGARS and STOGIES are so extensive that space does not permit mentioning

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28th and Smallman Sts. Pittsburgh, Pa.

G. S. Nicholas & Co.

41 and 43 Beaver Street, New York

DIRECT IMPORTERS of the highest grades of Cigars manufactured by the

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all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

Price List Mailed Upon Request.

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They Lead the Leaders

26 SIZES

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135 West 42nd Street, New York

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RODRIGUEZ, ARGUELLES & CO.

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THIS FACTORY HAS TODAY THE ENORMOUS PRODUCTION OF 85,000 CIGARS A DAY. IN DEMAND BY CONNOISSEURS IN EVERY COUNTRY OF THE WORLD

U. S. Representative: Wm. T. Taylor, 93 Broad St., N. Y. City.

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'ELITE' F. Ryba HABANA

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Flor de P. A. Estanillo
Flor del Fumar
Elite

CORRESPONDENCE SOLICITED

JUST THINK-5¢ BUYS A **LA FAMOSA** EQUAL TO ANY MILD 10¢ **CIGAR**

E. Kleiner & Co., Makers, New York

Fifth Avenue Cigarettes

The Union Made Cigarette of Quality Bearing Union Label

Ten cents per package of ten. Mouthpiece, Cork Tip, Plain

Live Distributors Wanted

I. B. KRINSKY

207 North 4th Street . . . BROOKLYN

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THE

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Factory No. 413, KEY WEST, FLA.

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Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
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Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs

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Vuelta Abajo "Castaneda"

CASTAÑEDA HABANA TRADE MARK

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Main Offices and Factory: 102 Galiano Street Havana
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T. J. DUNN & CO.

Makers of

The New Bachelor Cigar

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Why Is It Necessary To Advertise the Imported Sumatra?

The REASON:

American Sumatra Tobacco

Grown by

AMERICAN SUMATRA TOBACCO CO.,

142 Water Street, New York

MADE IN BOND

HAVANA CIGARS

Highest Quality
Best Workmanship

MADE BY

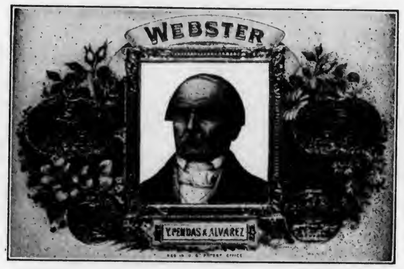
V. Guerra, Diaz & Co., Tampa, Fla.

Established 1867

Our Motto "Quality

Y. PENDAS & ALVAREZ

WEBSTER



Clear Havana Cigars

Office and Salesroom, 209 Pearl St.
NEW YORK CITY

TAMPA FLA.

HAVANA CUBA

Like his big 10c. brother

LITTLE WM PENN

is "good thru and thru"

½ the size — ½ the price

A *real* little cigar

5c.

THEOBALD & OPPENHEIMER CO.,

1020 SECOND AVENUE, - NEW YORK.

BACHIAS

Havana Cigars

For Men of Means

Renowned for Uniformity

IDENTIFIED BY THE GREEN AND GOLD BAND

R. A. BACHIA & CO.

47 West Sixteenth St. New York

M. MELACHRINO & CO., Inc.

EGYPTIAN CIGARETTES

You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

GRAND DEPOTS OF M. Melachrino & Co., Inc. { London, 8 Regent St., S. W. / Capetown, South Africa / Calcutta, 10 Government Place / Alexandria, Rue Cheriff Pacha / CAIRO, Head Office and Factory / Hamburg, 18-20 Grosse Backerstrasse

AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD PRICE LIST UPON APPLICATION

214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXV. PHILADELPHIA AND NEW YORK, MARCH 1, 1915. No. 5.

TREASURY DEPARTMENT TO HAVE DUTY TO OFFSET CUBAN BOUNTY

Substantial Collection to be Made on Cuban Tobacco—To be Taken on Tobacco and Cigars Imported Either Directly or Indirectly—Duties Not Subject to Deductions

Washington, D. C., February 25th.

THE Treasury Department has just been informed that under the terms of Customs Circular 49, of the Government of Cuba, on November 9th last, issued under the authority of a Cuban law, a bounty is being paid on the exportation of tobacco and cigars by the Cuban Government.

To offset this bounty the Treasury Department has today issued a ruling to the effect that a substantial countervailing duty is hereafter to be collected on imported Cuban tobacco and cigars.

The parts of the Cuban bounty law which affects the cigar and tobacco trade follows:

"Article 1.—The executive is authorized to grant a bounty of $10, official money, for each thousand manufactured cigars which an established factory sends to a foreign market.

"Article 2.—The executive is likewise authorized to grant a bounty of 5 per cent. ad valorem on raw tobacco shipped to foreign markets by wholesale houses established in Cuba.

"Article 5.—The bounties referred to herein shall be granted for six months, but the executive may renew them for two periods of six months each, if on the expiration of the first, and, later, of the second period, the same conditions exist as at the present time."

Assistant Secretary of the Treasury Peters has consequently given the following instructions:

"Collectors of customs are therefore hereby instructed that, in accordance with the provisions of Paragraph E, Section IV, Tariff Act of October 3, 1913, additional duties equivalent to the export bounties paid by the Government of Cuba on tobacco and cigars should be collected on those articles when imported either directly or indirectly from that country.

"The additional duties herein declared are not subject to any deduction under the reciprocity convention with Cuba (T. D. 24836), but shall be collected in full."

Cuban Tobacco Crop a Failure

Allie L. Sylvester, president of the American Cigar Company and chairman of Henry Clay and Bock & Company, returned to New York on Tuesday after a trip to Cuba.

In an interview he stated that the tobacco crop in Cuba had been almost an utter failure because of the heavy rains. He stated that the planters would lose millions of dollars, and that the failure was the most serious setback in the history of the tobacco industry of Cuba.

There has been some experimental planting of a second crop, an unusual proceeding, and there is dim hope that this may turn out well.

BOARD OF GENERAL APPRAISERS OVERRULE IMPORTER'S PROTEST

St. Elmo Cigar Company Loses Out—Opinion of Board Says Assessment of Collector Is Abundantly Sustained—Noted California Customs Case Settled

New York City.

A PROTEST filed by the St. Elmo Cigar Company, of Los Angeles, against the assessment made by the Collector at Los Angeles on the importation of unstemmed leaf tobacco from Cuba, was overruled on Thursday last by the Board of United States General Appraisers.

The protest was limited to 29 bales of which 16 were returned as wrapper tobacco, the remaining 13 bales having been returned as containing varying percentages of wrapper leaves. The contention of the importers was that the 29 bales in question contained only filler tobacco, subject to duty at only 35 cents per pound.

The evidence of the witnesses called by the protestants was uniform in that none of them found a single leaf of tobacco in any of the bales examined which was suitable for use as wrapper. It was manifest that their standard of suitability from the standpoint of size was a leaf that could be commercially and profitably used to wrap a five-inch perfecto cigar. On the other hand, the witnesses called by Counsel Charles D. Lawrence for the Government to testify in support of Collector Elliott's classification found that each of the 29 bales in question contained leaves of sufficient size and having the requisite color, texture and burn for wrapper tobacco in percentages ranging from 40 to 90.

"Taking the record as it stands, and weighing the evidence from the standpoint of value, we are satisfied that, by a clear preponderance thereof, not only in the classification of each of the 16 bales found by the Collector to contain wrapper tobacco abundantly sustained, but, in addition, a finding is equally justified that each of the 13 bales involved, classified as containing percentages of wrapper tobacco ranging from 6 to 15 per cent. of wrapper leaves, do each actually contain more than 15 per cent. of wrapper leaves of sufficient size, having the requisite color, texture and burn for wrappers, and that, therefore, the entire contents of the 13 bales should have been assessed with duty as wrapper tobacco. The protest is overruled."

The full contents of the wrapper bales were assessed with duty at the rate of $1.65 per pound, under the provisions of the Tariff Act of 1913, less than 20 per cent. under Paragraph E of Section 4, the tobacco being the product of Cuba, and the percentages of wrapper found in the 31 bales were similarly assessed at 35 cents per pound.

The opinion of the Board, written by General Appraiser McClelland, reads in part as follows:

"On the question of whether any of the bales contained leaves suitable for wrapper there is absolutely no variance among the witnesses testifying for protestants, while the percentages of wrapper found by the witnesses for the Government vary to a greater or less extent. The statements made by the witnesses for both the importers and

(Continued on Page 20)

IRREGULAR PAGINATION

THE TOBACCO WORLD

ESTABLISHED 1881

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CIGAR MANUFACTURERS' ASSOCIATION OF AMERICA
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The new Cigarette Bill recently introduced in the House at Harrisburg, follows the prediction made by "The Tobacco World" that unless the retail tobacconists were more careful in observing the law in this matter, more drastic laws would follow.

More Cigarette Laws

The Stern amendment is more drastic in that prosecution may be brought before any alderman, magistrate or justice of the peace. The minimum fine has been reduced from $100 to $5, while the maximum fine is made $25 instead of $300, as is the present law.

The matter of the sale of cigarettes to children has been the subject of more than one oration from the judges' bench in the courts in this city, and it is high time that those dealers who are bringing the entire rétail trade into disrepute should come to a realization of the situation.

The cigarette market is greater than it ever was before. There are enough adults smoking cigarettes in this city to give every dealer his share of the trade. Certainly it is not necessary to sell children. The profit is not worth the risk, nor is it worth the continual irritation that such actions cause the entire trade. Many suffer for the sins of a few.

One of the greatest helps to better times is a belief in the prosperity of this country. While comparatively the past year has been a lean one, when the situation in the United States is compared with existing conditions in Europe, we are indeed a prosperous country. There have been curtailments and failures, but these are not new. Failures come in the best of times. During times of financial stringency the foundations of houses are tested and those which are built well live through the storm, while the weaker ones succumb. Always it is a survival of the fittest.

Better Times!

Through the stress of the past year practically all of the cigar and tobacco manufacturers have maintained a certain amount of advertising. The trade is being educated to the fact that advertising in a dull period has a cumulative value that is easily recognized in the approach of better times. Take the big cigar and tobacco houses throughout the country. The proportionate loss in their output compared with the total for the country is very small indeed. They are now beginning to show a greater activity and there are a number of such manufacturers who can show an increase over the figures for the same months last year.

Their salesmen have been kept on the road, their advertising has been maintained and their whole attitude has been one of optimism. Their salesmen are always smiling and can show a well-filled order book. No "crape-hanger" can dispel their atmosphere of good times. The jobber or retailer can complain, but the salesman says, "Our business is excellent; we have no complaint whatever."

And then when you get down to facts you will probably find that the jobber and the retailer are neither so badly off as they would have you think.

Factories are filling up their benches, salesmen are loading up with orders and money is circulating more freely. There is some increase in advertising and the trade is generally showing an improvement.

Our business affairs are like our dispositions, generally. The criticism is often made that we are not a normal people, we run to one extreme or the other. Compared with conditions in other parts of the world we are indeed a prosperous nation. The amount of business done last year may not be as great as that of the previous year, but let us remember that the previous year standards throughout the world were higher than at present.

Financial conditions are much better than for some time, but there are still better times at hand. It is foolish to set a date and to declare that after such a time the era of prosperity will begin. Careful climbing enables one to attain heights, and so it is a matter of steady growth that brings the years of unusual plenty.

CAN YOU SLIP A SMILE ONCE IN A WHILE OR ARE YOU EQUIPPED WITH AN ANTI-SKID FACE?—Ginger.

Shields-Wertheim Manager in Wichita

Joe Leverance, manager of the Shields-Wertheim Company, of Cleveland, Ohio, manufacturers of the famous "La Saramita" cigars, has recently been making his headquarters with the E. V. Schnoor Cigar Company, in Wichita, Kansas. Mr. Leverance is making a twenty-day investigation of business conditions in Kansas. He is making his trips in conjunction with the salesmen of the E. V. Schnoor Company.

"Little Harry Fisher" Passes Away

"Little Harry Fisher," as he was widely known in Brooklyn cigar and political circles, died during the past fortnight as the result of an attack of heart disease. He was the proprietor of the cigar store, 367 Fulton Street, Brooklyn, reputed to be one of the landmarks of the city. Born in Brooklyn, fifty-four years ago, he worked his way to Cuba when a boy of fifteen. There he secured employment in a Havana cigar factory, with which factory he remained identified for eight months. Following this, he returned to the United States, to take up a varied career in connection with the cigar and tobacco trade. This included salesmanship, manufacturing and the running of cigar stores. He identified himself with politics and met with success also in this sphere. He was a member of the Emerald Society, St. Patrick's Society, the Masons, the Tenth Assembly District Republican Club, and was vice-president of the Travelers' League of America. Mr. Fisher is survived by a widow and two children.

Helme Tobacco Company's Report for 1914

A comparison of the net earnings of the George W. Helme Tobacco Company for the year ending December 31, 1914, with those of the year preceding, reveals a decrease of $13,436. Deduction of the preferred dividend leaves a balance of $745,922, equaling 18.64 per cent. on the $4,000,000 common stock. The percentage earned in 1913 amounted to 19.73 per cent. The income account compares as follows:

	1914.	1913.
Net after all charges	$1,025,922	$1,069,358
Preferred dividend	280,000	280,000
Common dividend	480,000	480,000
Surplus	$265,922	$309,358
Previous surplus	860,085	550,727
Profit and loss surplus	$1,126,007	$860,085

D. A. Schulte Incorporate at $350,000

G. W. L. Jarman, 119 Delaware Street, Flushing; D. A. Schulte, 272 West Ninetieth Street, and J. M. Schulte, 344 West Seventy-second Street, New York City, are named as the incorporators of D. A. Schulte, Incorporated, Manhattan, for the purpose of dealing in cigars, tobaccos, smokers' articles and novelties. The capital is listed at $350,000.

"United Window Advertising Company" Formed

For the purpose of utilizing the windows of the United Cigar Stores Company relative to featuring advertisements concerning the various tobaccos, pipes, etc., which the company offers for sale, the United Window Advertising Company has been formed. George J. Whelan and associates are named as the organizers of the company, which is capitalized at $300,000. It is stated that the stock of the company is to be retained as an asset of the United Cigar Stores Company, and that none of it will be offered for sale.

Hillman Tobacco Company Makes Assignment

The Hillman Tobacco Company, organized less than a year ago to enter the jobbing field, made an assignment last week to Arnold Gross, of Wald & Gross.

The assets of the company are estimated at $10,000, while its liabilities are reckoned at $9000. Creditors have empowered the assignee to continue the business for ten days.

Dividend for American Sumatra Tobacco Company

The American Sumatra Tobacco Company has declared a dividend of 3½ per cent. on its preferred stock for the period of six months ending March 1st, payable March 15th.

CANADIAN DEALERS CHARGE COMBINE

Two Hundred Tobacco Growers Meet Government—Relief Asked From Alleged Combination

Ottawa, Canada.

TWO hundred tobacco growers from Ontario and Quebec met the government recently with a story of oppression by competition and combines.

The delegation asked that the charge of twenty-eight cents a pound on imported leaf tobacco be changed from an excise to a customs charge, the idea being that the privilege of bonding would thus be done away with and importers required to pay on heavy, green leaf.

They also asked for relief from the operations of the combine which controls the buying, and by agreement fixes the price at so low a figure that there is no profit for the producer.

Finance Minister White told the meeting that nothing would be gained by changing the government charge on the imported leaf to customs because there was the same privilege under the law for warehousing customs as excise goods. The tobacco men stated that they were paid only six cents a pound. Mr. White thought that if this were the case the cause of their trouble must be elsewhere than in the law, for the Canadian manufacturers, he understood, paid from fourteen to sixteen cents a pound for leaf in the United States, and then twenty-eight cents a pound to bring it into the country.

From all parts of the room came shouts of "combine," and Mr. White said that if there was a combination in restraint of trade the growers should have the matter tested by the Combines' Act.

Subsequent to the meeting the Minister of Finance wired the companies complained of to send representatives to Ottawa next week to answer the charges of monopoly and combination alleged against them.

Haas Cigar Company Gets New Lease

The Charles Haas Cigar Company, of Dayton, Ohio, has recently acquired a lease on the five-story Barney Building, at Third and Wayne, and after April 1st, the cigarmakers will be quartered in a fine new plant there. The lease is for a period of five years at a yearly rental of $6000.

The space taken is that formerly occupied by the Thomas Manufacturing Company, and comprises three distinct sections. Charles Haas, head of the company, said it was not yet decided whether the company would also retain its present plant at First and Canal Streets. The new plant will afford greatly enlarged facilities.

Detroit Cigar Box Industry Growing

According to a recent statement of Mr. Campbell, vice-president of the Wadsworth-Campbell Box Company, of Detroit, the consumption of the Detroit cigar box factories is 3,000,000 feet of cedar and 5,000,000 feet of other lumber annually.

The daily output of the Wadsworth-Campbell Box Company is about 10,000 boxes. They are sizes that hold fifty cigars each. Thus the daily output accommodates half a million cigars.

The Standard Cigar Company, Pittsburgh, Pa., announce that their newest product is the "San Toy." The "San Toy" is a stogie retailing at two for five cents, packed in boxes of one hundred. The harmonizing of the bands and boxes makes the packages attractive.

IRREGULAR PAGINATION

The Old Salesman's Kick

THE Old Salesman came slowly over to the Lounger's desk, swearing softly to himself.

"What is the matter?" I inquired, as I saw he was somewhat perturbed.

"Matter enough," he said, "the house has put me out on the northwest city territory during the vacation of the regular salesman and I am just about ready to commit murder."

"Serious crime," I said, "but nevertheless sometimes justified. But what is the particular cause of this mental agitation, didn't you get any orders?"

"Yes," he growled, "I got orders, but I can't see how in thunder some of these retailers make a living. I am good and sore and I have queered the house for life with a couple of pikers."

"Yes, yes, go on," I said, as he paused for breath.

"Well, I'll tell you the truth," said the O. S., "All I've heard for the past three days is criticisms of the administration, the war and the chain stores."

"Guess they have it coming," I interrupted.

"Well, I'll tell you the truth," said the O. S. "All I've trouble; you don't know what you are talking about half the time. Why, say, if the tobacconists in the residential sections would make any kind of an effort to get business they would have all they could handle. Instead of cussing the chain stores, if they would use some of their trade methods, they would have the customers trying to jump down their throats to do business with them."

"Look here," he said, giving me the "once over" in no kindly manner, "I'm peeved this P. M., and you go easy or I'll tell you something."

"Tell it," I said, trying to fathom the cause of all this agitation.

"You just listen, young man," he said, "and I'll tell it all right."

"In the first place I don't know where I have seen such a bunch of punk cigar stores as I have this week, and say, when it comes to 'kill-joys,' the undertakers are pushed off the map.

"Out of fifty stores I called on yesterday, only two of them had a trade paper. The interior arrangements were 'sumpin' fierce and the windows, honest, I hate to think about them.

"There were some pipes, pipe-cleaners, stogies, cigars and cigarettes, and a fly-specked picture of the Chariot Race all stuck in the window together, and I'll bet they were all there when the original company of 'The Black Crook' went on tour.

"The proprietor, who was about thirty-five years old, moved like a man of sixty, and said that the chain stores had ruined business, and that he wasn't buyin' anything now. Honest, I had to laugh. There wasn't a chain store within six miles, but I wouldn't blame any man for spending car-fare to get to a live lookin' cigar stand.

"On the level this guy made me sore just to hear him breathe. And say, he's got a location that ought to stand him in a profit of $5000 or $6000 a year. Swell apartment house district. Nothing doing under $75 a month and just hundreds of dollars of high-class trade giving him the go-by every day."

"Well," I said, "what are you going to do about it? It's his business, isn't it?"

"Say, what I told him will keep him awake for a month and then it will sink in. I told him if he would give his window a little soap and water treatment, put in a decent display of cigars and cigarettes, spend a couple of dollars on tungstens and wash up his show case, that he'd have more money coming into his till in a day than he had been averaging a week."

"Going pretty strong, wasn't you?" I remarked.

"Listen, kid, I told him if he would wash his show cases, put in some good lines, put a cigar lighter in his store and act as if he was in the prime of life instead of senile decay, he'd find out that business wasn't so bad after all."

"Spend a hundred dollars in some stock," I says to him. "Be Johnny-on-the-spot when a man comes into the store. Thank him after you get his money. Act as if you wanted to see him again. Don't pull out a box of stogies for a man that drives up in a six-cylinder buzz-wagon. Get out your two-for-a-quarter Club sizes, only for God's sake get a fresh box and keep the fly-specks off the lid of this one. Get a humidor and keep your goods fresh. Lord, man, it's a wonder to me the Sheriff ain't got you before this. Why some of them cigars in your case are hard as ore. Come to life, you ain't dead yet."

"Well," I broke in, "that's nothing to get mad about. You had your say, didn't you?"

"Yes," he snapped back, "and he had his; he looked at me for about two seconds and then grabbed me by the arm with more agility and strength than I thought he had, and said, 'You go to Hell and git out of here.'"

As he rose to go I said, "Well, somebody's got to be the missionary to break the news to these guys and it might as well be you, only don't take it so to heart."

Booster for "Juan de Fuca"

Bert Keith, Seventeenth and California Streets, Denver, Col., local distributor for the "Juan de Fuca," manufactured by the Morgan Cigar Company, Tampa, Fla., is a big booster of that well-known brand. Mr. Keith has met with splendid success since taking on the cigar some three or four years ago. The "Juan de Fuca" is to be had in many sizes, and is well known in the Bert Keith district.

Boltz-Clymer Company Offer "La Flor de Sterling"

"La Flor de Sterling" is the name of a new five-cent cigar manufactured by the Boltz-Clymer Company, Philadelphia, Pa., in their Tampa factory. This new brand is Bouquet shape, four and a half inches in length, with mild Havana filler and Sumatra wrapper. The "La Flor de Sterling" is now being placed on the market. It is the intention of the company to establish it as a prominent seller among the five-cent goods.

Cameron Estate Valued at $1,100,000

Filed for probate recently, at Richmond, Va., the will of Alexander Cameron, of that place, who established the Cameron & Cameron branch of the Liggett & Myers Tobacco Company, bequeaths an estate of $1,100,000 to his eight children, four sons and four daughters. The division of the estate gives each of the four daughters, two and one-half per cent. more than the sons. An annual income of $5000, with the family home, is left to Mrs. Cameron.

File Voluntary Petition in Bankruptcy

A voluntary petition in bankruptcy was filed recently by John Z. Sterrett, of the Sterrett & Darby Cigar Company, retailers, 812 Wyandotte Street, Kansas City, Mo. Mr. Sterrett stated that his own and the company's liabilities aggregated $2355.09, and assets totaled $3084.71. The sum of $2426.71 is claimed as being exempt under the property laws of the State of Missouri.

No Protection for Tobacco Men

TO determine what protection would be afforded those tobacco men who are venturing on the seas to visit the Sumatra inscriptions at Rotterdam on March 26th, the New York Leaf Tobacco Board of Trade recently addressed a letter, early last month, to Secretary Byran, at Washington. The men are making the journey on neutral ships to a neutral country and on neutral business. The dangers presented by war, however, aroused the question of protection.

A committee was appointed and the facts were set forth. The committee received the following answer from Counsellor Lansing, of the State Department:

"You are informed that the Department must for the present, in view of the disturbed condition of affairs in Europe, leave it to each person contemplating a visit there to decide for himself whether or not it would be wiser to postpone his visit until affairs therein shall have resumed their normal state."

The tobacco men feel that inasmuch as the recent note of this country to Germany explained its attitude in regard to American vessels, there ought likewise to be some expression or guarantee for Americans who have to travel to a neutral country in neutral ships.

I. Bijur, the head of the importing house of the same name, said recently that the tobacco men recognized that all merchants traveling abroad would have to take their chances against accidents from mines, but that it was only fair to ask the Department of State if any form of guarantee in regard to submarines could be given to Americans in neutral ships.

Annually 30,000 bales of Sumatra leaf are imported into this country. The duty is $1.85 per pound.

First Inscription March 26th

Cable advices last week from Amsterdam, definitely settled all talk concerning the Spring Inscriptions, and announcement has been made that the first inscription will be held in Amsterdam as usual on Friday, March 26th, and thereafter as scheduled.

John Duys, of H. Duys & Company, who are one of the largest importers of Sumatra in the country, sailed last Saturday on the Holland-America liner "Rotterdam," and will be among those present when the first lots of Sumatra are opened for inspection.

In discussing the fact that there will be no interruption of any character in the conduct of the inscriptions this year, despite many silly rumors which have found their way into print, Henry M. Duys stated that his firm never entertained the least doubt concerning the inscriptions for this year, and that with their information weekly from Amsterdam they have been in constant touch with conditions and know absolutely that shipments of Sumatra tobacco have been coming into Amsterdam and being re-shipped without the slightest difficulty or delay.

The C. H. Grafhof Tobacco Company, Rochester, N. Y., recently suffered a loss of $8000 through damage by water as the result of a fire visiting the company's locality.

Heard on Broadway

Benno Rosenwald, of E. Rosenwald & Brother, was recently noted among those visiting Atlantic City.

A recent visitor to the city was Fred Davis, of Samuel J. Davis & Company, manufacturers of the popular "El Sidelo."

Percival S. Hill, president of the American Tobacco Company, is now in the South combining business with pleasure.

E. R. Lincoln, of P. Pohalski & Company, manufacturers of the well-known "First Consul," recently returned to the city, following his trip to the Pacific Coast.

Robert E. Lane, the genial representative of the Partagas factory in the United States and Canada, returned on Saturday from a trip to Havana, where he has been visiting the factory.

Among those leaving on the "Rotterdam," which sailed February 27th for Amsterdam, Holland, was Harry J. Spingarn, of E. Spingarn & Company. Mr. Spingarn will attend the Amsterdam inscription.

The Interstate Tobacco Company, 428 East 106th Street, New York City, suffered damage to its stock and fixtures from fire last week. Insurance to the amount of $8500 was carried on the stock, with $500 on the fixtures.

The manufacturers of "La Verdad," Messrs. Simon Batt & Company, through their representative, Sidney Goldberg, who was a recent visitor to Havana in the interests of the company, state that they are well satisfied with the results of the trip.

One of the most interesting little booklets that has been sent out by the cigar trade recently, is that one which tells the story of "Bachia's" Havana cigars. There is an interesting story covering three pages and four pages covered with plates in colors, showing the different sizes of the famous "Bachia" brand. The brand is manufactured in thirty-six sizes by R. A. Bachia & Company, 43-47 West Sixteenth Street.

American Tobacco Company's Annual Meeting

The annual meeting of the stockholders of the American Tobacco Company will be held at 75 Montgomery Street, Jersey City, at 11 A. M., March 10th. Transfer books will be closed from February 13th to March 16th.

Lunham & Moore Tobacco Factory Burned

A spectacular fire occurred at the tobacco factory of Lunham & Moore, recently, when the upper floors of the building were gutted and damage done to the extent of $5000. The building is located at Nos. 7 and 9 Water Street, and thousands of persons gathered along the water front to watch the flames which leaped fifty to seventy-five feet in the air. The origin of the fire is not known.

The Detoxication of Tobacco

Innumerable attempts have been made to protect smokers from the harmful effects of nicotine. So far, however, this object has not been achieved without at the same time depriving the tobacco of its aroma and taste. Recently Ambialet, a French physician, read a paper before the Medical Society of the Department of the Rhone on one of these attempts. His plan is to do away with the defects of other remedies, and it deserves publication, particularly because of its simplicity. Dr. Ambialet has found that if the ordinary coltsfoot or butterbur, which is very common in the countryside, is mixed with tobacco the harmful effects of the latter are completely eliminated. He has himself smoked daily some forty cigarettes made of this mixture, without feeling the slightest effect from the nicotine. At any rate the remedy may be worth a trial, coltsfoot leaves being perfectly harmless and cheap.

Dr. Ambialet claims that tobacco mixed with coltsfoot leaves retains its full aroma and taste, the only perceptible change, if any, being an additional flavor like that of Turkish tobacco. This added flavor should render the mixture very acceptable to most smokers.—"Exchange."

Trade Jottings

The Charles J. Moye Company, Pittsburgh, Pa., report a pleasing business on "Bold" cigars, Bobrow Brothers, Philadelphia, Pa.

More than 2500 pounds of tobacco were raised on one acre of land by William Kaiser, living near Dale, Spencer County, Ind. Mr. Kaiser sold the tobacco for $150.

The cigar store of Samuel Friedman, 600 Mission Street, San Francisco, Cal., was entered by thieves recently who secured ten boxes of cigars and a quantity of tobacco.

Louis Abrama, L. M. and M. H. Rich, are given as the incorporators of the Hirsch Cigar Company, Cleveland, O., recently incorporated at Columbus, O., with a capital of $2000.

The Mint Cigar Company, 1126 Pacific Avenue, Tacoma, Wash., recently devoted a week's publicity to the popular "Optimo", manufactured by A. Santaella y Ca. Endrews and Stroebel are the proprietors.

W. L. Alfred, Mrs. Alfred and James Vaughn are named as the incorporators of the Alfred Cigar Company, Inc., Tacoma, Wash., recently incorporated for $15,000. W. L. Alfred reports good business.

W. B. Moore, who has been covering the Georgia and Florida territory for the P. Lorillard Tobacco Company, has been transferred to the West. He will assume charge of the Kansas City and St. Louis territory.

Emanuel Rosen, proprietor of the cigar stand 30 Pine Street, New York City, has taken possession of the stand of the Trinity Cigar Company, located in the Trinity Building, 111 Broadway, that city. Mr. Rosen obtained possession by sale of lease from the Trinity Company, the owners.

Acquire State Distribution on "El Roi-Tan"

The Parker-Gordon Cigar Company, St. Louis, Mo., announce that they are now the distributors for the favorite "El Roi-Tan" in the entire State of Arkansas.

BOARD OF GENERAL APPRAISERS OVERRULE IMPORTER'S PROTEST

(Continued from Page 15)

the Government to the effect that they had examined the tobacco in groups and exchanged views as to the character and quality thereof might furnish grounds for questioning whether the respective statements of the witnesses represented their individual judgments; but, nevertheless, taking the record as it stands and weighing the evidence from the standpoint of value, we are satisfied that by a clear preponderance thereof not only is the classification of each of the 16 bales found by the Collector to contain wrapper tobacco abundantly sustained, but in addition a finding is equally justified that each of the 13 bales involved, classified by the Collector as containing percentages of wrapper tobacco ranging from 6 to 15 per cent. of wrapper leaves, do each actually contain more than 15 per cent. of wrapper leaves of sufficient size, having the requisite color, texture and burn, for wrappers, and that therefore the entire contents of said 13 bales should have been assessed with duty as wrapper tobacco. The protest is overruled."

P. H. Plumlee Becomes Owner of a Burnett Store

Pryor H. Plumlee, one of the most widely known young business men in Birmingham, Ala., has taken over the Third Avenue and Nineteenth Street cigar store from the R. D. Burnett Company. It is said to be one of the best locations in the retail section and one of the finest of the Burnett chain. The price paid has not been divulged. It is reported, however, that it was not a low one. In making the announcement Mr. Burnett, of the R. D. Burnett Cigar Company, said:

"Mr. Plumlee has been with us for fifteen years, and he wanted to enter business for himself. On account of his loyalty to me during these years I encouraged him in that ambition and agreed to sell him the Third Avenue store. I would not have considered selling except under the peculiar circumstances of this case. I bespeak for Mr. Plumlee every consideration as he is a young man that has merited every success, and I hope his good fortune continues."

Sharp Cigar Company Incorporated

Adam Sharp, Dunham Smith and Jacob Hess are named as the incorporators of the Sharp Cigar Company, Saginaw, Mich. The company was recently incorporated at Lansing. Mr. Sharp for many years conducted a cigar store on Court Street. Messrs. Smith and Hess composed the firm of Smith & Hess, cigar manufacturers. The business of both concerns is taken over by the new company. Manufacture will be continued, the principal brands being "Loyal Moose" and "Blue Point". Mr. Sharp's quarters on Court Street will be remodeled and will be used as a wholesale and retail department.

Will Increase Capital Stock

It is stated that the capital stock of the Weyman-Bruton Company is to be increased to $12,000,000 at a special meeting of the stockholders called for March 2d. The increase will be apportioned by the addition of $2,000,000 preferred and $2,000,000 common.

Regensburg's "Admiration" cigar has been taken on for distribution by the Southern Cigar Company, New Orleans, La.

Burning the Candle for "Reynaldo" Cigars

Herewith is shown the candle burning contest in progress in the cigar store of Morris Burke, 108 West Third Street, Los Angeles, Cal. This novel advertising scheme has been put on in Los Angeles by the Mussatti-Boggio Cigar Company, who are the distributors of the "Reynaldo" cigar, manufactured by Luckett, Luchs & Lipscomb, of Philadelphia.

Last issue the candle in Louis Gold's store was shown. This candle burned 279½ hours, burning 14 hours daily. Fred Ebinger guessed 277 hours and won a box of 50 "Reynaldo," Sunrise size, cigars. Ben Ascher guessed 275 hours and won a box of 50 "Reynaldos," Sketches size.

Wide Distribution for "44" Cigars

In Southern California the activity of the "44" brand is being widely commented upon, and all this reflects credit upon the energetic distributor which that company has in San Bernardino.

Orders are coming into the factory in large numbers from the "Great Lakes" district, proving the popularity of the "44" cigar in that territory.

In Minnesota the business on the brands of the "44" Cigar Company is showing a steady growth and the possibilities of this State hold great promise for the active men who are pushing the company's brands.

The distributor in Portland, Ore., has demonstrated his ability to move the "44" brand and is turning in very healthy orders, which continue to show a growth of business in that section.

Down in Georgia, the Griffin, Augusta and Atlanta distributors are turning in orders that prove that there is an opening for the "44" cigar in that State.

Much credit reflects on W. M. Charles, who represents the "44" Cigar Company in New England territory, for the remarkable showing made by "44" and "Adlon" brands in that section. The company commends Mr. Charles for the conscientious work which he has done in the interests of these well-known brands.

Ten of the largest distributors in Indiana were recently added to the growing list of "44" jobbers. These, in conjunction with the many old and active accounts, give encouragement for big returns.

In "Greater New York," and from the entire States of New Jersey and Pennsylvania, the duplicating business on "44" cigars shows a steady growth.

Will of Emile Bondy Admitted to Probate

Admitted to probate during the past fortnight, the will of Emile Bondy, deceased, former partner in the firm of Bondy & Lederer, cigar manufacturers, New York City, disposes of an estate of $1,250,000. A deed of $250,000 as a trust fund, and $50,000 outright is bequeathed to Mr. Bondy's sister, Mrs. Sally Bondy Lowinger, of Vienna. The income from $125,000 and $50,000 outright is bequeathed to Louis Bondy, a brother. Richard C., Charles G. and Phillip L. Bondy, brothers of Mr. Bondy, are bequeathed $50,000 each. Frederick Charles Lowinger, a nephew, is bequeathed the income from a trust fund of $250,000 and $50,000 outright. Richard C. Bondy, Jr., a second nephew, is also bequeathed $50,000.

The list of Mr. Bondy's charitable and philanthropic bequests is as follows: To the Trustees of Columbia University, New York City, is bequeathed the sum of $100,000. The Mount Sinai Hospital, New York City, receives $20,000. The Hebrew Orphan Asylum, The Stony Wold Sanitarium, New York Skin and Cancer Hospital, American Museum of Natural History, and the Metropolitan Museum of Art receive $10,000 each. The Presbyterian Hospital receives $12,500. The Young Men's Hebrew Association, the Young Men's Christian Association, the Hebrew Sheltering Guardian Society, the Young Women's Christian Association, the New York Botanical Gardens, the Hospital Saturday and Sunday Association and the Central Branch of the Young Men's Christian Association, receive the sum of $5000 each.

Bequests in amounts of $2500 are named for the German Hospital and the Crippled Children's East Side Free School. The sum of $1000 is bequeathed to the Playground and Recreation Association. The paintings of Mr. Bondy are bequeathed to the Metropolitan Museum of Art.

San Francisco

Cigar Salesmen on Hand for Exposition Opening—Last Week Promise of Good Business—"Webster" Brand Prominent at Grounds

San Francisco, February 21.

THIS has been a busy week with San Francisco. For the last ten days every available mechanic in San Francisco and the other Bay cities has been pressed into service at the Exposition grounds, mainly in rushing work in installing the countless exhibits. In the meantime the crowds had begun to assemble from outside points, and early in the week it became evident to the retailers that the number of smokers in town had been very perceptibly increased. A big factor in this early movement included the drummer in various lines, who dropped in a week or so early to get their business well over before the big show opened. The traveling cigar men began to make their appearance soon after the first of February, and the last of them have not yet arrived.

The last week has been about the best of the year from the retailers' point of view, and if the present is a correct sample of the effect of the Fair on business, it looks like a very busy spring and summer. On February 20th, the opening day of the Fair, the town was pretty well deserted for the Exposition grounds, and not much business was done downtown until well along towards evening.

Out at the Fair grounds, M. A. Gunst & Company and H. L. Judell & Company, who hold the principal concessions, have been doing a rushing business from the start. The former house has a large concession building near the Van Ness Avenue entrance to the grounds, and at the eastern extremity to "The Zone," the great concession highway. This house also has a splendid display of the United Cigar Manufacturers' Company's lines and some other Gunst specialties in the Food Products Building; but no goods are sold there. H. L. Judell & Company have a store and smokers' headquarters at the western end of the concession district, thus getting the first chance on the crowds moving from the main exhibit buildings toward the concessions or the Van Ness Avenue exit. This company also has a stand at the Stadium, on the other side of the grounds, and controls the sale of smokables at the neighboring grandstand. The demand was tremendous at all these points, but the cigar men were ready for the emergency, and were able to render a satisfactory account of their trust, so that everybody was able to satisfy his desires for smokes.

Mr. Cuesta, Jr., of Cuesta, Rey & Company, arrived in San Francisco late last week, and for the few days preceding the opening of the Fair was busy in getting his company's attractive little display booth in shape for the opening date.

R. Levy, a well-known San Francisco salesman, formerly with the Crystal Palace, is the presiding genius at the H. L. Judell & Company Smoke House on the Exposition grounds.

A. L. Kaufman, the well-known manufacturer, has been in San Francisco this week showing his new "Vernon Castle" cigar line to the local trade. He has also been giving a little attention to the Exposition.

The "Webster" cigar has been doing its full duty at the Big Show. In the first place, a large head of Daniel Webster with an equally large "Webster" cigar in its mouth, forms a sort of figurehead at the front of the H. L. Judell & Company concession. This prominence is reinforced by the presence of Y. Pendas of Y. Pendas & Alvarez and Mrs. Pendas and by the activity of C. W. McCormick, the Western representative of this line, who is just back from his Eastern trip.

The Maximo Cigar Company, of Seattle, Wash., was a loser to the extent of $2500 in a fire which did considerable damage to the Maritime Building in that city last week.

The projected movement to establish a tobacco and cigarette factory at Fresno, Cal., seems to be taking shape finally. The promoter of the movement is F. M. Schmidt, of Los Angeles, who has been getting the growers together into an organization. He claims to have 70,000 pounds of tobacco pledged, and believes he will be able to line up growers in Fresno and nearby counties to the extent of 250,000 pounds.

The cigar store of Kreinzin & Amsberg, at 1644 Washington Street, San Francisco, was robbed of cigars to the value of over $100 by burglars a few nights ago.

At the annual meeting of the Kona Tobacco Company, at Honolulu, T. H., this week, it was decided to employ a European expert to take care of the curing of the company's tobacco crop. The following officers were re-elected: W. R. Castle, president; C. G. Owen, vice-president; J. F. C. Hagens, secretary; George Rodiek, treasurer, and A. Haneberg, auditor. J. P. Curts was chosen general manager of the company in place of Mr. Bottleson, who recently resigned.

The big cigar and cigarette display of M. A. Gunst & Company, in the Food Products Building at the Panama-Pacific Exposition, stands just at one of the main entrances to the immense structure and forms one of the chief attractions of the building. The display is divided into sections with one brand to each section. The background is generally of plush in rich deep shades of red, blue, gold and green, though in the case of the "Alhambra" Manila line an Oriental touch is given by a background of matting. The brands displayed include the "Chesterfield," "Reio," "Staple Quality" Porto Rican line, "General Arthur," "Van Dyck," "Alhambra" Manila line, "La Diligencia," "Robert Burns," "Doubloon Habaneros," "Owl" and the products of the Falk Tobacco Company. There are also displays of the various leaf tobaccos from which the different cigars are made.

I. Rosenthal, of Rosenthal Brothers, manufacturers of the "R. B." cigar, is in San Francisco this week accompanied by J. Riesenberg, Western representative of the house.

Sol Arkush, of the Pacific Cigar Company, is this week entertaining Robert Read, an old time friend well-known in the trade through his connection with the "Charles Denby."

F. Hellam, a dealer of Monterey, Cal., has been visiting in San Francisco this week.

The "Chancellor" line of cigars, from the factory of the American Cigar Company, is hereafter to be distributed in this territory by H. L. Judell & Company, Front Street wholesalers. The line is also being sold by H. L. Judell & Company at their concession on the Exposition grounds.

Allen.

H. V. Merriam Connects With Siller, Narten & Barnes

H. V. Merriam announces to the trade that he is now identified with Siller, Narten & Barnes Company, of Pittsburgh, Pa. He has a large following in the downtown district of that city, in addition to being well known throughout the trade. For the past fourteen years he has been allied with the sales forces of the Bock-Stauffer Company and the R. & W. Jenkinson Company.

Very attractive are the new quarters of the Rush Manufacturing Company, at Third and Greenwich Streets, Reading, Pa. "Cable Cabinet" and "El Rusheo" are the leading brands of the company, both of which are well known in Western territory.

Trade Jottings

Robert E. Lane, Jr., was a recent visitor to Boston territory in the interests of the favorite "Partagas."

"El Dallo" and "El Roi-Tan" are among the popular brands on sale at the cigar stand connected with the Alderney Lunch Room on South Eutaw Street, Baltimore, Md.

The Cruickshank Cigar Company, Atlanta, Ga., report having taken on for distribution the "Vernon Castle," manufactured by A. G. Kaufmann & Company.

Luckett, Luchs & Lipscomb, Philadelphia, are said to be the manufacturers of "Ackermann's Smoker," a five-cent cigar now being featured by Herman Ackermann, Louisville, Ky.

John F. Brimmer, of the leaf tobacco house of John F. Brimmer & Son, Lancaster, Pa., was honored recently by being elected a director of the Hamilton Watch Company, of that city.

O. P. Locke, the fortunate proprietor of the cigar stand in the Chamber of Commerce, Portland, Ore., states that he is having splendid success on the four-for-a-quarter size of "La Integridads."

Buck Buchanan has connected with M. Melachrino & Company, and will look after the company's interests in Pittsburgh. Mr. Buchanan was formerly identified with the Havana-American Company.

Harry Culbreath, of V. Guerra, Diaz & Company, manufacturers of the favorite "La Mega" cigar, was a recent visitor to Memphis, Tenn., calling on the P. C. Knowlton Company, local distributors, in the interests of his company's brand.

Announcement comes from Indianapolis, Ind., that R. N. Carter will hereafter represent the L. G. Deschler Cigar Company in Western Indiana and Illinois. Mr. Carter was formerly connected with the Compeer Cigar Company, of Indianapolis.

"Havana Cadets" is the title of a new five-cent cigar which the Manchester Cigar Manufacturing Company, Baltimore, Md., will place on the market shortly. The cigars will come in packages of six with a tin foil wrapping. The individual cigars will be encased in pouches.

Much attention was attracted recently by a card in the window of the Charles P. Stanley Cigar Company, St. Louis, Mo., reading "Have You Met Elvina?" "Elvina" does not happen to be a charming young woman, as one might suppose. It is the Stanley Company's excellent private brand, manufactured for them by the R. Steinecke Company. The "Elvina" comes in nine sizes and is having a good demand.

O. D. Kiplinger & Son, prominent cigar and tobacco retailers, Omaha, Neb., were among those who suffered from the fire visiting that city recently. The Kiplinger loss, which is estimated at between $20,000 and $25,000, is said to be fully covered by insurance. A new temporary shelter is now being looked for. It is not now known whether Messrs. Kiplinger & Son will be able to again open on the site of their old location.

President of J. & B. Moos Company Optimistic

Herman Rieser, head of the J. & B. Moos Company, of Chicago, is quoted in a recent interview as saying that business conditions in the retail and wholesale cigar and tobacco line are beginning to show improvement over last year. Collections are said to be better and Mr. Rieser says that he looks for a gradual betterment during the coming year.

"Factories that have been closed down for some time are now in operation and it is my opinion that we will, within the next few months, be doing a normal business if not better."

"Miss Detroit" Popular Nickel Product of That City

After the introduction of the popular "Miss Detroit" five-cent cigar of the Mazer Cigar Company, that company found it necessary to make an addition to its plant. After a time another addition became necessary, and all the time "Miss Detroit" is growing in favor.

Experts say that in the "Miss Detroit" the Mazer Cigar Company has struck a blend that is rapidly attaining a place among the leading nickel brands of the country. That the smokers must think well of the quality of the brand is shown by the fact that in 1914 the business of the Mazer Company showed an increase of 110 per cent.

The plant of the Mazer Company is at 443 and 445 Grandy Avenue, Detroit, and during the last year a four-story addition was completed, so that there is ample room for the 400 workers. One of the strong points of the factory is the fact that nothing in modern sanitation is overlooked. Good light and plenty of air, drinking fountains, metal lockers for the help and other conveniences make it an ideal place for the production of something that is wholesome.

Fire Damages Danville Cigar Company

A freak fire recently damaged the Danville Cigar Company at Danville, Ill., to the extent of $5000. According to reports, about midnight there was an explosion in the cigar store and in five minutes the lower floor of the building was a mass of flames. The pool and billiard tables in the rear were almost entirely destroyed. The cue racks on the side were almost completely burned. The floor was scorched, as was the ceiling, which seems to indicate that a sheet of flame swept through the building. It is the belief of the members of the fire department that the blaze was of incendiary origin. The blaze over which the firemen worked for an hour was confined to the lower part of the building.

The above illustration shows one of the handsome cover boxes used for "56" cigarettes, a popular banquet brand. The one shown herewith displays the cover of the box used at the recent banquet of the New York Lodge of Elks, held at the Waldorf-Astoria. When the cover is lifted a neat packing of the "56" cigarette is disclosed.

Tampa

Cuesta, Rey & Company Show Miniature Factory—"Webster" Cigars Off for the Big Exposition—Regensburg Brands Meet With Success

Tampa, February 24th.

GASPARILLA and His Mystic Krewe have departed. Nineteen fifteen's reception to the pirate leader and his band of lusty cohorts was even more cordial, more elaborate and more sumptuous than those which have already preceded it. There was no doubt as to Gasparilla's welcome. It was evident everywhere. The only disappointing feature of the occasion was that the Coronation Ball of the Mystic Krewe, which took place at the Tampa Bay Casino, Tuesday, the 16th instant, arrived all too soon. The most brilliant feature of the festival, it brought to a close, to the lingering strains of "Home Sweet Home," the most successful Gasparilla Festival Tampa has ever held.

The following should be of interest: Tampa's cigar industry utilizes a capital of more than ten millions of dollars. Her employees in this line number more than five thousand. During the past month she imported 296,790 pounds of leaf tobacco valued at $163,442.

Robert W. Tanksley was numbered among the recent visitors to the city. He is a representative of the Liggett & Myers Tobacco Company.

Illustrative of the manufacture of cigars before and after, much attention was attracted recently, locally, by a miniature representation of the cigar factory of Cuesta, Rey & Company, in the window of the Tampa Furniture Company. The background disclosed a setting of tropical scenery, while bales of tobacco and boxes of "Cuesta Rey" cigars occupied the front portion of the window. The point was well taken, displaying, as it did, the Alpha and Omega of cigar manufacture.

Y. Pendas & Alvarez, manufacturers of the popular "Webster" cigar, state that they recently forwarded a huge shipment of this brand to the Panama-Pacific Exposition at San Francisco. Included in the consignment were some of the finer sizes of the "Webster."

When asked recently how to account for the splendid business being done on the "Admiration" cigar, considering the fact that the brand has been on the market for such a limited time, Jerome Regensburg replied that the question was easy of explanation. "The popularity of the 'Admiration,'" said Mr. Regensburg, "is due in part to the fact that fine tobacco, manipulated by skilled workmen, is utilized in its manufacture. Supplement this with the addition of an attractive package and the right kind of publicity, and then you have the explanation of the success with which we are meeting on the brand."

Corral, Wodiska & Company, manufacturers of the popular "Julia Marlowe," state that they are being kept busy on orders for their products. They are working their full force at the present time.

The J. M. Martinez Company, manufacturers of the "Norma Martinez" cigar, recently took on extra hands in order to increase their output.

The Tampa-Cuba Cigar Company reports that work on their new building will be finished shortly.

Excellent business is reported by A. Santaella & Company, manufacturers of the favorite "Optimo."

Much satisfaction has been expressed over the recent appointment of Enrique Pendas as manager of the factory of the Havana-American Company. Mr. Pendas, who succeeds to the vacancy caused by the recent death of Jose Arango, is well known in Tampa.

At the annual meeting of the Cigar Manufacturers' Association of Tampa, held here recently, the following officers were elected for 1915: Angel L. Cuesta, president; Celestino Vega, vice-president; John Levy, treasurer; George R. McFarlane, secretary; directors: W. T. Morgan, Laureano Torres, Benjamin Cosio, Marianoa Alvarez. The finance committee consists of Manuel Corral, Jose Escalente, Hansard S. Foley and Jerome Windmuller.

Juan Mendez, manager of the cigar factory of Bustillo Brothers & Diaz, died last Sunday at the Centro Espanol Hospital, following a week's sickness with pneumonia. Mr. Mendez was regarded as one of the most prominent men in the cigar manufacturing industry of this city. He was born in Spain, and came to this country about twenty-five years ago for the express purpose of learning the tobacco business. The deceased was a prominent member of the Spanish colony, and while having no relatives in this country, is said to have brothers in Spain. Funeral services took place on Monday from the Centro Espanol Chapel, interment being made in the Centro Espanol Cemetery.

F. Lozano, Son & Company, Corral, Wodiska & Company, V. Guerra, Diaz & Company and Berriman Brothers are among the manufacturers reporting good business at the present time.

A visit to the factory of Boltz, Clymer & Company, manufacturers of the popular "El Palencia," disclosed the fact that business was good. John Boltz, manager of the factory, stated that they were well pleased at this time with the prospects for future business.

F. P. Arguelles, of Arguelles, Lopez & Brother, manufacturers of the well-known "Tadema," is the recipient of many messages of sympathy from the members of the trade on the recent sudden death of his daughter, Isabel. Miss Arguelles, who was known as one of the most beautiful young women of the city, was killed February 19th by falling in front of a street car. Both legs were severed and the body was very much mangled by the wheels of the car. How the accident happened is not known. It is believed, however, that Miss Arguelles fainted as she was crossing the car tracks, she not having been thoroughly well at the time. The deceased was twenty-seven years of age.

J. M. Diaz, president of the Preferred Havana Tobacco Company, left here during the past week for New York City. Mr. Diaz just recently returned from a trip to Havana, Cuba.

Perfecto.

Nevada Company to Make Another Trial

The stockholders of the Nevada County Tobacco Company have agreed to make another planting during 1915, although their acreage will not be so large as during the past year. There are about forty people in Grass Valley, Nevada County, interested in the company which is endeavoring to prove the success of tobacco culture in this county, and they hope to make it a staple product.

The products of last year were destroyed by fire which visited their warehouse, but enough of the curing leaf was saved to prove that the experiment was a success.

John H. Duys Will Attend Amsterdam Inscription

March 26th has been the date set for the beginning of the spring inscriptions at Amsterdam, Holland. This, despite the conditions prevailing abroad at the present time. It is reported that thus far 70,000 bales of new Sumatra tobacco has been received at Amsterdam. John H. Duys, of the well-known New York leaf importing house of H. Duys & Company, has announced his intention of leaving for Amsterdam on the "Rotterdam," which sails February 27th.

Letters to the Letter

WANTS FACTORY NUMBERS.

Editor THE TOBACCO WORLD,
Philadelphia, Pa.
Dear Sir:
Kindly inform us of the names and addresses of manufacturers listed under Factories "3973" and "1088", Ninth District of Pennsylvania and oblige,
Yours very truly,
WEBER CO-OPERATIVE CO.
Weaver, N. D.

Answer—Lebanon Cigar Co., Lebanon, Pa.; C. J. Gitt & Co., Hanover, Pa.

Editor THE TOBACCO WORLD,
Philadelphia, Pa.
Dear Sir:
Kindly inform me relative to the name and address of manufacturers listed under Factory No. 1896, First District, State of Pennsylvania, and oblige,
Yours very truly,
M. W. GOODELL.
Binghamton, N. Y.

Answer—American Cigar Co., Twelfth Street and Washington Avenue, Philadelphia, Pa.

WRAPPING PAPER FOR CIGARS.

Editor THE TOBACCO WORLD,
Philadelphia, Pa.
Dear Sir:
Can you tell me who will furnish me with the paper wrapper to wrap each individual cigar. They use very thin paper and also put foil under. Thanking you for this favor, we beg to remain,
Yours very truly,
ALBERT LEA CIGAR COMPANY.
Albert Lea, Minn.

Answer—Try the Japan Paper Company, 34 Union Square, New York; Henry Lindenmeyer & Son, 20 Beekman Street, New York.

"EL PRINCIPE DE LA PAZ."

Editor THE TOBACCO WORLD,
Philadelphia, Pa.
Dear Sir:
Can you tell me who makes the "El Principe de la Paz" cigar and at what price it retails?
Yours truly,
J. R. LAMON.
Philadelphia, Pa.

Answer—So far as our information goes the "El Principe de la Paz" is made by the Porto-Vano Cigar Company, Reading, Pa.

WHO MAKES THE NEW GLASS LIDS?

Editor THE TOBACCO WORLD,
Philadelphia, Pa.
Dear Sir:
Will you favor me by sending me the address of the firm manufacturing new glass lids that fit over cigar boxes?
Yours respectfully,
V. F. TAPKE.
Cincinnati, O.

Answer—Write P. A. Becker Company, 132 Cumberland Street, Brooklyn, N. Y.

WANTS TO BUY CIGAR-VENDING MACHINES.

Editor THE TOBACCO WORLD,
Philadelphia, Pa.
Dear Sir:
Please tell me where I can get a machine that will sell cigars by dropping in a nickel, and one that will pass out three cigars for a quarter. I want a machine where the cigars are in sight of the purchaser.
I am,
CHARLES FOSSA.
Danvers, Mass.

Answer—Try the New York Vending Machine Company, 346 Broadway, New York; The Vending Machine Company of America, 32 Union Square, New York; Wreden Sales Company, 185 Dearborn Street, Chicago, Ill. You might query each of these firms in regard to a machine selling cigars "three for a quarter."

Fine Work by Compania Litografica

Among the many examples of excellent lithographic work submitted to the cigar trade, those of the Compania Litografica de la Habana, particularly in cigar labels and bands in gold leaf and bronzes, are being accepted as ranking among the best. The trade is gradually coming to appreciate the beauty, artisticness and finish of the work turned out by this company.

The business of this company is showing a steady growth in the United States, but despite the increase in production, the same care and exactness is always found in the work which they turn out.

The lithographic work of the Compania Litografica de la Habana is distinctly of a high grade, as any one examining the gold and bronze work on labels and bands will testify. Should you desire further information regarding their products, communications should be addressed to Garrett H. Smith, 535 East Seventy-ninth Street, New York City. Mr. Smith is the company's sole representative in this country.

After the Wichita "Box-Stuffers"

It is believed that Wichita is soon to be visited by some United States revenue officers to investigate the charges that "box-stuffing" on well-known brands has been showing considerable growth of late among some of the city's retail cigar stores.

Some of the big jobbing houses in Kansas City have gone so far as to telegraph their local agents asking them to watch for a violation of the revenue laws and to report to federal authorities.

The matter of substituting inferior cigars in the boxes of well-known brands is a practice in use in many parts of the United States. However, there is a very heavy penalty for those caught at it. The practice became so great in Kansas City recently that a crusade was inaugurated and the result was the rounding up of a number of druggists and retail cigar dealers. Since then the sales on standard nickel brands have shown marked improvement.

Let us hope the Wichita authorities will take sharp action and bring to justice those who are at present violating the internal revenue laws in this respect.

"Buy Cigars Made in Des Moines"

The cigarmakers of Des Moines, Iowa, have started a movement to boost cigars made in their home city. At a recent meeting held at the Trades Assembly Hall, in Des Moines, it was decided to have ten thousand cards printed with the names of the leading brands of cigars made in that city. They will be circulated around the city appealing to the loyalty of smokers to use Des Moines smokes. There will be twenty-eight different brands of five-cent cigars and nine ten-cent brands for the smokers of the city to choose from.

Wiley A. Blankenship

Wiley A. Blankenship, for more than fifty years connected with the tobacco manufacturing business of Richmond, Va., died recently at his home in that city.

During the past fifteen years and up to the time of his death, Mr. Blankenship had been general manager of the United States Tobacco Company, of that city.

The deceased was seventy-three years old. He was a Confederate veteran. He is survived by a widow.

Samuel G. Brosey

Samuel G. Brosey, by occupation a cigar manufacturer, died recently at the home of his son, Manheim, Pa., following an illness of several weeks' duration. Mr. Brosey was seventy-seven years old and is survived by one son and three brothers.

Detroit

Good Brands for New Athletic Club Stands—Julius Marqusee a Visitor—"Camp" Cigarettes Have a Host of Friends—Many "La Saramita" Accounts in City

Detroit, Mich., February 25th.

TO be absolutely honest, frank and above-board, retail business in Detroit fell off during February, as it always does during that particular month. With the coming of warmer weather, spring and baseball season, things are sure to improve within the next sixty days to a very material extent.

There does not seem to be any abatement in the manufacture of cigars, however. For the month of January, Detroit manufacturers produced a total of 24,757,516 cigars, a gain of more than 1,100,000 over the same period a year ago. From what the writer can learn, February's production will be just about normal with last year.

Hardly a day goes by that Manager Nixon, of the new Detroit Athletic Club, is not seeing cigar salesmen in connection with the cigar department. It is his intention to put in only the very best brands of cigars, cigarettes and tobacco, as the membership of the club will comprise the very best people of Detroit. Those who have already been through this clubhouse say that it far exceeds any similar institution in the United States.

William B. Wreford, secretary of the Detroit Brick Manufacturers' Association, applied for a permit to the Mayor on February 24th to give away cigarettes, which is required under the new city ordinance. The association is distributing free to architects, contractors and builders, "Camp" cigarettes, bearing the caption "Build with Brick."

Oscar Rosenberger, of the San Telmo Cigar Manufacturing Company, is doing very nicely after his operation on February 22nd. He says he feels considerably improved in health.

Julius Marqusee, the New York leaf tobacco dealer, was here a number of times during the month of February. Mr. Marqusee has some very large accounts in Detroit and the Middle West, one of his largest being the Wayne Cigar Company, of this city.

Joe Schwartz, the Cleveland stogie jobber, who sells stogies by the million every year from coast to coast, was recently here. He reported the best business in his career.

Duncan Walker, for many years in the sales department of the National Can Company, of Detroit, and Frank Knupfer, for ten years superintendent of that concern, have formed a partnership and entered the can manufacturing business for themselves as the Cadillac Can Company, occupying extensive quarters at 1330 Twelfth Street. At present the company is making cans for cigar manufacturers, but in a few weeks additional machinery will be installed, so that a general line of tin cans can be manufactured. It is reported that several Detroit cigar manufacturers have taken stock in the concern, which is capitalized at $12,000.

We had the pleasure of a short visit on February 16th from Alexander Herbert, vice-president of the Philip Morris Cigarette Company, and Ben Bloch, district representative. Mr. Herbert was very well pleased with local conditions and said he found them much better than other Western cities that he had recently visited.

Jacob Mazer, of the Mazer Cigar Company, was badly injured in a basket ball game on February 16th, having fractured one of his ribs. After a ten days' confinement to his home with necessary medical attention, he was able to be up and to resume his work at the office.

Sidney Kahn, of the Regensberg Company, was here in February for a short stay. Mr. Kahn has a number of very good accounts in Detroit, particularly the Central Cigar Stores, who feature the Regensberg line at all of their retail places. He reported that everywhere the Regensberg brand was being cordially received.

Frank W. Clark, of the "44" Cigar Company, of Philadelphia, is working with the Scudder-Gale Grocery Company, in the cities of Cairo, Quincy and St. Louis, and will later work with the Alcide L'Encuyer Company, of Kankalee, Ill., another jobber of "44" cigars.

Bill Camp, of the Camp Cigarette Company, was here lately in the interest of his company. He stated that the "Camp" cigarette was selling very satisfactorily all over the country. The Hotel Pontchartrain is having excellent success with the "Camp" cigarette, especially with those who prefer something "de luxe." Mr. Camp has been here quite frequently in the past nine months, and has a host of friends who have become patrons of the cigarette bearing his name.

T. G. Townsend, Grand Ledge, is succeeded in the cigar business by his son, Bert Townsend.

Frank Forrest, of the E. M. Harris Company, Detroit, states that it will be April 1st or thereabouts when the company's new store is opened in the David Whitney Arcade. The fixtures have been ordered and will be installed very soon.

Abe Hirsch, representing Cullman Brothers; Fred Singer, of S. Rossin & Son, and Charles J. Waxelbaum, of New York, were late arrivals here, on orders for leaf tobacco.

M. A. LaFond & Company, Detroit, announce a new store at the southwest corner of Grand River Avenue and Griswold Street. The company now has the store in the Bowles Building on the opposite corner, but there has been some hitch over the rental there, the landlord having increased the amount by nearly 100 per cent. In the event that the company does not stay there, the store at the southwest corner will be occupied instead.

In making the rounds of the retail stores downtown and in the outskirts, the writer was surprised to note the large number of places where the "La Saramita" brand was carried in stock. This cigar is made by the Shields-Wertheim Company, of Cleveland, and is jobbed in Michigan by the T. H. Perry Company, whose offices are in the Scherer Building, Detroit.

Al U. Thornburg.

P. S. Any visitor to Detroit can see a copy of "The Tobacco World" by calling at the Hotel Pontchartrain cigar department, where it is always on file for the convenience of members in the trade.

The Pipe of War

There is hardly a country in the world where the pipe is not smoked in one form or another. In many villages of the northwest provinces of India are to be found public hookahs for the use and comfort of travelers. Every one has heard of the North American's pipe of peace. General Blucher's pipe smoking was of a very different character. He appointed a man to the post of "pipe master," whose duty it was to fill a long clay pipe and hand it to the general before every engagement. Blucher would then enjoy a few puffs, give back the pipe and gallop into the firing line.—"Exchange."

The Fisher Cigar Company, Minneapolis, Minn., recently featured an attractive display of "Savaronas," manufactured by the Cayey-Caguas Tobacco Company.

Chicago

Best & Russell Lease New Downtown Store—Fred Newman Comes East to Inspect Leaf—A. W. Kaercher & Company Succeeds Crump Brothers—Rueckheim Brothers & Eckstein Have New Proposition

Chicago, February 25th.

GENERAL conditions in the cigar and tobacco trade during the past two weeks seem to be all that could be desired. Interviews with the leading manufacturers, jobbers and dealers have brought forth the information that trade on the whole is somewhat better than the average for this season of the year. The number of unemployed has decreased since the first of the year by many thousands, and the hundreds of stores all over the city are feeling the result of the return of prosperity in additional sales.

In the Loop district the various stands report a good business. Most of the more progressive dealers are pushing box trade hard, and are holding special "sales" on Saturdays to stimulate the buying in this direction. Inducements in the way of prizes of some sort are given to the box purchasers, and the dealers declare that the idea of buying cigars by the box is growing every day.

The announcement was made today that the Best & Russell Company has leased from David Mayer the downtown store in the corner of the Goddard Building, at Monroe Street and Wabash Avenue. The lease is to run for ten years from March 1st, at a term rental of $80,000. The store is on the southwest corner, and is considered one of the best locations in the Loop district, particularly in view of the fact that the business houses of the downtown section are constantly seeking locations east of State Street.

Fred Newman, of Newman & Gach, leaf tobacco dealers, left early this week to visit the stock markets in Connecticut, New York, Ohio and Pennsylvania. He was accompanied by Carl Gach. They will be gone for a number of days, and will inspect a good many lots of tobacco, according to Mr. Newman.

"Everything is running in excellent shape at our place," said Mr. Gach before leaving, "and during the month of January we did 20 per cent. more business than we did during the same period a year ago. February has also been a banner month thus far, and could finish ahead of February last year if it were to come to an end today. We are feeling beneficial results from the advertising which we have done."

That the renting agent of the new Conway Building, a skyscraper in course of construction at Clark and Washington Streets, has an exaggerated idea of the profits in the cigar business, is the opinion of several local merchants who have figured with him for the cigar privilege of the building. While at least half a dozen dealers, including some of the most prominent in the city, have started negotiations, the rent demanded was apparently so high that all of them were afraid to tackle the proposition. The location is excellent for the purposes of a cigar store, being near the City Hall and the "Rialto," as the theatrical district of the city is called.

A. J. Meyers, of Salvador Sanchez y Ca., dropped into the city recently full of sales enthusiasm for "Sanchita," which is the name of a five-cent seller, made in bond, and put out in oval tins. Mr. Meyers declares he has the best five-cent clear Havana seller on the market, and is finding a good many dealers who agree with him, he declares. The company is also pushing "Dulce" Havana cigars, and will make a vigorous campaign in the West on that brand. Several new salesmen are to be added to the force this spring.

Oscar F. Kosche, of Charles D. Stone & Company, recently lost his wife, who died after an illness of some months' duration. He has the sympathy of the entire trade in his grief.

Rueckheim Brothers & Eckstein, manufacturers of the famous "Cracker-Jack," "Angelus Marshmallows" and other confections which will be recognized by cigar stand dealers all over the country, have a new proposition which they will submit to the cigar dealers. It is the Post Automatic Electric Popcorn Popper, which pops the corn, butters it and prepares it for sacking, all without the attention of the operator. All that it is necessary to do is to place the popcorn in the hopper at the top, the machine does the rest. The heat and power is furnished by electricity.

"One of the main reasons why cigar dealers have not bothered more with such money-making side-lines as this is that they require too much attention," said H. H. Doggett, advertising manager, "but now we have something which requires such a small amount of trouble to operate that we believe we shall be able to install many of them with cigar dealers and with confectioners who make cigars a leading issue."

Leo Taussig, of Taussig & Company, the well-known leaf firm, left the city last week for Texas, where he will visit for a number of days.

"I am going down principally to look over our tobacco plantation," said Mr. Taussig before leaving, "and if the climate is any warmer down there I shall appreciate that, too."

Charles Strauss, manager of Celestina Vega & Company, 10 South Wabash Avenue, was optimistic in his report on business conditions since the first of the year.

"We have no ground to complain," he said, "for our January sales this year were far ahead of sales for the same period last year. Collections are good and things in general are coming around to what we believe they ought to be at this season."

"Cisneros" brand was the one passed around at the annual smoker and dinner of the Piano Club of Chicago, which was held last week in the clubrooms of the Lake View Building. That the cigars made a hit is proved by the fact that Adam Schneider, treasurer, who did the passing of the smokes, was waylaid in one of the corridors of the clubhouse and "held up" by two other members. They took away all the extra "Cisneros" he had on his person, according to the story.

Maurice Friedman, importer of leaf tobacco, has just returned from Cuba, where he went on business connected with the company.

Cigar dealers who are looking for the privilege in some first-class Loop building are busy making inquiries about the new skyscraper which is to be built in the downtown district at Randolph and Dearborn Streets. This is a populous section of the downtown district, with hundreds of offices within a stone's throw. The new building is to be devoted to small offices, it is understood, which is best for a cigar stand. The structure will be fourteen stories high. The work will start about May 1st.

A. W. Kaercher & Company has succeeded Crump Brothers, a leaf tobacco house which has been established for many years at 121 West Lake Street. The deal was something of a surprise to the local leaf trade. Mr. Kaercher has been connected with the house for many years, and is thoroughly familiar with all the details of the business. The new company will continue at the same address without change of any vital sort.

G. W. Whitcomb.

Deaths in the Trade

Frank X. Oberle

FRANK X. OBERLE, first president of the Frank X. Oberle Company, manufacturers of the "Bostonia" cigar, died recently at his home, Achern, Baden, Germany, following a short but painful illness.

Mr. Oberle was born in Baden, Germany, in 1858, and came to the United States in 1875, starting a cigar manufacturing business four years later. Like most beginnings, the laying of the foundations of the present company were accomplished under difficulties and not without struggles. In 1900, the Frank X. Oberle Company was incorporated. In 1901, Mr. Oberle retired from active business and again made his home in Germany, although he retained his United States citizenship, and visited this country from time to time.

Mr. Oberle through his genial disposition made many friends. He was a member of the Germania Lodge of Masons and a number of other organizations.

The deceased is survived by a widow and nine children.

Robert L. Gregory

Stricken recently with a stroke of apoplexy at his desk, followed by unconsciousness, Robert L. Gregory, president of the Gregory Wholesale Grocery Company, Kansas City, was removed to his home, where he died a few days later. Mr. Gregory was born March 24, 1862. The house of Gregory was established in 1844 by Mr. Gregory's father. It progressed rapidly and in a short time developed into a wholesale concern, Robert Gregory becoming its head in 1890. Ever since the inception of the business, a cigar and tobacco department has been maintained, and this is regarded today as one of the principal sources of the company's revenue. Mr. Gregory was prominent in political life and well liked by all. He is survived by a widow and four children, all of whom have reached manhood and womanhood.

John J. Bonner

John J. Bonner, owner of the business of the C. J. Donovan Cigar Company, located at 76 Pearl Street, Buffalo, N. Y., wholesalers and retailers in cigars and tobacco, died at his home recently following a brief illness. The business, it is understood, will be continued by Mrs. Bonner, she having been authorized to do so in Mr. Bonner's will, which was admitted to probate a short time since. Mrs. Bonner was named as the principal beneficiary of the estate, which was estimated at $30,000 and upwards. Mr. Bonner was numbered among the prominent business men of Buffalo and was sixty years of age.

Robert E. Gilbert

Robert E. Gilbert, president of the Gilbert Tobacco Transfer Company, of Louisville, Ky., died recently in that city, a victim of paralysis. He was fifty-five years old.

The deceased is survived by his wife and one daughter.

Herbert Deiches

Herbert Deiches, of the well-known cigar and tobacco jobbing house of William Deiches & Sons, of Baltimore, died recently while telephoning for his physician. He was stricken with heart failure in the midst of his conversation.

Mr. Deiches was born and reared in Baltimore and educated in its schools. At the age of eighteen he entered his father's business, and until the time of his death took an active part in it. During the past year his work had been interrupted by ill health. He was thirty-nine years old.

Mr. Deiches was prominent in both the business and social life of Baltimore.

The deceased is survived by a widow and two daughters. His father and mother and two brothers are also living.

William H. Wood

William H. Wood, aged eighty-six years, pioneer cigar and news store dealer, of Syracuse, N. Y., died during the past fortnight at his home in Elbridge, N. Y. Mr. Wood was born in Oswego County, N. Y. When twenty-two years old he went to Syracuse, securing employment in a store in the basement of the Third National Bank Building. Years later, having saved a substantial sum of money, he opened up a cigar and news stand, having his quarters in the store in which he first entered as a clerk. One of the first of its kind in Syracuse, under the direction of Mr. Wood, the business prospered. Mr. Wood retired from activity in 1906.

Marshall R. Federson

Marshall R. Federson, for more than twenty years engaged in the manufacture of cigars in Biddeford, Me., died recently in a hospital in that city following a serious operation. The deceased was a resident of Saco.

For forty-one years Mr. Federson, together with Frank Cole, maintained a business in Biddeford under the name of Federson & Cole, where they manufactured cigars and sold them at retail as well. Owing to ill health, the stand was sold last year and both members retired from active business.

The deceased was seventy-five years old. He is survived by a widow.

Van R. Stieglitz Dead

Van R. Stieglitz, a well-known cigar manufacturer of Kalamazoo, Mich., died recently in that city of hear failure. He was in apparently good health a few moments prior to his death.

Mr. Stieglitz had lived in Kalamazoo for the past ten years, and for several years manufactured the cigar known as the "New York Central," but was also known as "Van's cigar." He was popular with a large number of people and was a member of a number of fraternal organizations.

The deceased is survived by a widow, five daughters and two sons.

David White

David White, a retired tobacconist of Louisville, Ky., died recently of apoplexy in a hospital in that city. The deceased was seventy-seven years old.

He was a native of Morrisburg, Canada. At one time he was a member of the tobacco warehouse firm of White, Dukerson & Company, but retired some years ago. He was a bachelor.

Charles F. Doerner

Charles F. Doerner, a resident of Bridgeport, Conn., for more than thirty years, died recently at his home in that city. The deceased was a well-known cigar manufacturer and was prominent in a number of German organizations.

The deceased was sixty-two years old. He is survived by a wife, one son and one daughter.

PHILADELPHIA.

Good Year for "The Cigar Emporium"

THE Cigar Emporium, located at Broad Street and Snyder Avenue, South Philadelphia, is to be congratulated on the anniversary of its first year in business—to be doubly praised because the year has been "a very, very successful one," to use the language of W. L. Sherman, the manager of the store.

Mr. Sherman states that the year has shown a splendid business on the "44" and "Adlon" brands of the "44" Cigar Company. He believes that this success was due in no small measure to the co-operation shown by the advertising department of the "44" Cigar Company, and he has shown his appreciation by a letter of thanks to Mr. B. Lipschutz, the president of the company.

The Cigar Emporium is one of the best stocked stores in South Philadelphia.

Yahn & McDonnell Take on "Reynaldo"

Announcement is made to the trade that Yahn & McDonnell, numbered among the big cigar distributors of Philadelphia, will, on March 1st, assume in Philadelphia and surrounding territory, the distribution of the popular "Reynaldo" cigar. This well-known brand, which is manufactured by Messrs. Luckett, Luchs & Lipscomb, is to be placed on sale at each of the five local retail stands of Yahn & McDonnell, all of which measure up to a high standard. The cigar will also be installed in the new and latest stand of the company, to be located in the Widener Building on Chestnut Street, which building, it is expected, will be finished shortly.

Bill to Make Cigarette Laws More Drastic

Representative Isadore Stern, of Philadelphia, has recently introduced a bill in the House at Harrisburg, which is intended to meet objections to the present statute relating to the sale of cigarettes and cigarette papers to minors. It was introduced at the instance of President Charles L. Brown, of the Municipal Court of Philadelphia.

It is contended that the Act of 1913 now in force has not been effective. It has been found difficult to punish those accused of violations, and consequently children have been getting cigarettes from dealers who will take chances.

The Act of 1913 provides a fine of not less than $100 and not more than $300. The amendment reduces the fine to not less than $5 and not more than $25 for each offense and in default of payment of the fine, provides that the violators can be imprisoned in the county jail one day for each dollar of the fine.

The proposed Stern amendment, which will make the dealers more cautious, is the provision that prosecution may be brought before any alderman, magistrate or justice of the peace.

"56" Distributor for Philadelphia

JOHN WAGNER & SONS, the well-known jobbers and importers of fine cigars and cigarettes, at 233 Dock Street, has been appointed the sole distributor of "56" cigarettes in Philadelphia. These well-known cigarettes are featured in many of the hotel grills and clubs throughout the city. The retail trade is rapidly stocking them and their popularity is growing continually. The new packings for banquets is illustrated on another page in this issue. This brand has been a winner at a number of big dinners given in this city.

Philadelphia Notes

C. W. Saunders, of the **Cortez Cigar** Company, was a Philadelphia visitor last week.

Increasing sales in all sections are reported by Boltz, Clymer & Company, Philadelphia and Tampa, on their "El Merito" and "Flor de Sterling."

C. E. Turner, representing "Charles the Great" cigars, manufactured by Salvador Rodriguez, was in Philadelphia last week and did attractive business on this well-known brand.

William Saylor, formerly identified with A. B. Cunningham & Company, of this city, is now affiliated with E. Regensburg & Sons, and is looking after new business in the Quaker City on the brands owned and controlled by this concern.

Terry & Duncan are featuring a new package and new cut of "Manhattan Cocktail" smoking tobacco, manufactured by the Falk Tobacco Company, of New York City. A ten-cent tin is presented to each purchaser of a twenty-five-cent pipe, as an introductory offer.

The "La Commenda," a private brand recently marketed by the Finley Acker Company, has met with such universal success that two new sizes have been added to this line. The "Little La Commenda" sells for five dollars a hundred, and the "Boquet" size sells for seven dollars a hundred.

The Cuban Market

From Our
Exclvsive Bureau
74 Virtudes

Havana, Cuba.

Havana, February 20th.

THE first half of this month has been a revelation, we cannot call it a bull movement, as excepting Vuelta Abajo colas, there has been no big rise in prices, but it seems the American buyers have at last realized that the asking figures are low enough to warrant their taking hold of the crop in earnest, as there are, nine chances out of ten, that we shall see considerably higher prices during the course of the year. Sales have been enormous during the past fortnight, which we have not seen since the year 1912. Besides the American buyers, there has been a good demand still for Germany, although we believe that henceforth the same will slacken, if perhaps not stop altogether, as freights have nearly doubled, the marine insurance, including the war risk, has also risen, and to cap the climax exchange on Germany is so low that it is impossible for exporters to continue shipping goods. Our cigarette manufacturers have paid as high at $20 per qq. for Vuelta Abajo colas, which last fall went almost begging at $12 per qq. The remainder of low grades of Remedios may be purchased by the cigarette factories also, as the scarcity of raw material is acute. Fine, heavy quality vegas of Vuelta Abajo are also held very firmly, and are bound to rise later on. Remedios, first and second capaduras, have not advanced materially yet, as there is some doubt still about the coming crop.

As far as Vuelta Abajo is concerned, and also Partido, it is getting too late in the season to expect any better result, although we understand that a few farmers are setting out some fresh seedlings again, in the hope that the atmospheric conditions might be more favorable this spring. There is, however, perhaps not more than one chance in a hundred that the vegueros will be able to harvest any crop which would be worth anything. It is not alone the growing part, but the chief danger is whether the humid, moist and rainy season will not arrive, before the cut tobacco could dry off sufficiently. Old, experienced farmers claim it is a foolhardy undertaking to try and raise tobacco as late in the season as at present.

We have seen some leaves of the early cut tobacco from the Partidos and Remedios districts, which were as dry as straw, without any quality whatsoever, and partly worm-eaten, therefore if no better tobacco has been raised, the 1915 crop will be a big failure as to quality, besides being shorter in quantity. However, we shall abstain from pronouncing any judgment on the quality for the present.

Sales during the first fortnight in February totaled 27,278 bales, or which, divided, were: Vuelta Abajo and Semi-Vuelta, 9348; Partido, 1443; Remedios, 15,810, and Oriente, 677 bales.

Buyers were: Americans, 13,332; exporters to Europe, 7280; shippers to South America, 307; to Australia, 431, and our local manufacturers of cigarettes, 5928 bales.

Exports of leaf tobacco from the port of Havana, from February 1 to February 13, 1915, totaled 19,639 bales, which were distributed to the following countries, viz.: To all ports of the United States, 9727; to the Netherlands, 7316; to Spain, 1808; to the Argentine Republic, 307; to Australia, 431, and to Gibraltar, 50 bales.

Receipts of Leaf Tobacco From the Country

For week ending Feby. 11, 1915.			Since Jany. 1, 1915.	
Vuelta Abajo	1,838	bales	14,253	bales
Semi-Vuelta	50	"	1,332	"
Partido	229	"	714	"
Remedios	7,076	"	38,769	"
Oriente	135	"	5,655	"
Total	9,328	"	60,723	"

Buyers of Leaf Tobacco That Come and Go

Arrivals—From New York: Antonio Rocha, of Antonio Rocha; Jose Maria Diaz, president of the Preferred Havana Tobacco Company; Julius Klorfein, of J. Klorfein & Company; Allie Sylvester, president of the American Cigar Company, and chairman of the Henry Clay and Bock & Company, Limited; Joe Mendelsohn and Louis Bornemann, of Mendelsohn, Bornemann & Company; Alfredo Selgas, of Selgas & Company; Ike Bernheim, of J. Bernheim & Son; Richard Sichel, of B. Rosenbluth, and Dionisio Hevia, of D. Hevia & Company.

From Chicago: Ben Rothschild, of Rothschild Sons & Company; Julius Fernbach, of Julius Fernbach & Company, manufacturers of the well and favorably known brand, "El Cirilo"; Matt and Arthur Wengler, of Wengler & Mandell, and Abe Landfield, of Landfield-Randall Company.

From Boston: Albert W. Kaffenburgh, of I. Kaffenburgh & Sons; W. N. Fisher, of Alles & Fisher, and C. J. Joel, of C. J. Joel & Company.

From Canton: George Beam, of Beam & Dean.

From Tampa: Bernabe Diaz, of F. Lozano, Son & Company, and Juan Mendez, of Juan Mendez.

From Key West: Vivian M. Myers, of the Cortez Cigar Company, and Jaime Pendas, of Moreda & Company.

Returned: Albert Upmann, of H. Upmann & Company, Adolfo Moeller, of Adolfo Moeller, and Francisco Arango.

Departures—To New York: Eladio Tejeiro, Sol Hamburger, Henry Oppenheimer, August Biedermann, Benito Rovira, Julius Klorfein, Frank Strator, Manuel Lopez, Ernest Ellinger, Alfredo Selgas, Allie Sylvester, B. Wasserman, Thomas Healy, J. V. Flanigan and Francis C. Taylor.

To Chicago: Harry Cohn, Charles Kline, Jacob Benner, Ben Rothschild and Julius Fernbach.

To Cincinnati: M. J. Haas.

To Reading, Pa.: William Yocum.

To Boston: Sam Gryzmich.

To Canton: George Beam.

To Montreal: M. E. Davies.

To Tampa: Jose M. Diaz.

To Spain: Felix Fernandez.

Cigars

The condition of our cigar factories has not improved perceptibly, as with the exception of a few of our big factories, which have been favored with more orders, chiefly from Great Britain, the majority are still suffering from a lack of calls, and particularly of fine sizes, as the general run is mostly for the lower priced ones, on which no money is made. As long as the war in Europe lasts, there cannot be any improvement. We are still hoping that the United States may come to the relief of our cigar industry, by cutting the present duty in half through a new reciprocity treaty, although our diplomats appear to be very slow about taking the necessary preliminary steps in this matter.

Romeo y Julieta has seated some seventy additional cigarmakers, which is certainly the best proof that the factory is well supplied with orders, and we have also heard that the two months of this year are better than last year. Don Donato Arguelles, a brother of Don Ramon, arrived here during the past fortnight from Spain, on a visit of pleasure, and may remain here for another month in order to escape the cold weather in Spain. Don Donato is interested in the Romeo y Julieta factory, and formerly he used to be in the leaf business at 100 San Miguel Street; in fact, he was the predecessor of Don Jose F. Rocha, although he retired from active business for a number of years.

Robert E. Lane, the universally well liked and hustling representative of the famous Partagas factory, for the United States and Canada, arrived here this week from New York, accompanied by his daughter, Miss Evelyn, for only a few days' stay, as he intends to leave again next Tuesday, after he has completed the plans for the coming spring campaign. The Partagas factory is also quite busy with increased forces, as it has good orders from the United States, England and other countries.

H. Upmann & Company are working normally for this season of the year, upon a fair order slate for the principal countries.

Sol and Devesa de Murias are working regularly, having also seated more cigarmakers to rush off the pending orders.

All other factories had nothing particularly to say, as their former condition remains unchanged.

Leaf Tobacco

Don Antero Gonzalez, the original founder of the leaf business, which is now conducted by his nephews, under the style of Sobrinos de A. Gonzalez, arrived here at the beginning of this month, in order to spend a few months in our sunny climate. He looks well and hearty, notwithstanding that he is the father of eight children, and as he started in business on his own account in the year 1871, he is no longer in the prime of life, if the same is counted by years, although in looks one would hardly judge him to be more than a well-preserved man of fifty-five years. After twenty-two years of hard work in Havana, he retired from active business, having lived in Gijon, Asturias, Spain, since 1893, but retaining an interest in the business founded by him. One of his sons is now employed in the firm of Sobrinos de A. Gonzalez. Don Antero visited us the last time in 1910. Through strict adherence to the business principles laid down by Don Antero, the firm has prospered almost continuously, passing safely through such bad years as 1907, and at present stands at the head of all our leaf houses in Havana. We do not state the number of bales sold by them during the past fortnight, as they prefer not to divulge them until the end of each month, although we think we may make no mistake if we should judge them to have amounted to between 3000 and 4000 bales.

Enrique Pendas is now in charge of all the factories of the Havana-American Company, having been appointed to this position by Allie Sylvester, since the sudden and untimely death of the late Jose Arango, at Tampa.

As we have neither space nor time to name separately, all or at least the principal of our sellers, we give them as follows, thus: Menendez & Company, 2895; Fernandez, Grau y Hno., 1925; M. Abella & Company, 1793; Rodriguez, Menendez & Company, 1787; Gonzalez & Benitez, 1725; Baldomero Fernandez, 1560; H. H. Strater, 1389; Muniz Hermanos, 1200; Herrera, Calmet & Company, 1096; Lozano & Miguel, 898; Sierra y Martinez, 888; Aixala & Company, 746; Perez Hermanos, 672; Jose C. Puente & Company, 645; Martinez & Company, 560; Gonzalez Hermanos & Company, 485; Jose F. Rocha, 430, and quite a number of smaller quantities of bales by other houses.

The principal buyers were: S. Rossin & Sons, 3815; Hija de Jose Gener, 3000; Benito Rovira Company, 2895; the Spanish Regie, 3485; Seeler, Pi & Company, 1670; Walter Sutter & Company, 1157; J. F. Berndes & Company, 1150; Yocum Brothers, 1133; Cuesta, Rey & Company, 902; H. Upmann & Company, 725; Julius Klorfein & Company, 737; H. Oppenheimer & Company, 505; Allones, Limited, 410 bales, as well as smaller buyers.

We have not included in the above list the firm of Manuel Lopez & Company, of New York, which has secured 1505 bales of choice Vuelta Abajo and Remedios leaf, and among which was one large escojida of Remedios, which was universally considered as belonging to the finest packings of the Santa Clara Province.

Bernabe Diaz, the shrewd and intelligent buyer of F. Lozano, Son & Company, of Tampa, acquired 679 bales of some of the finest vegas of Vuelta Abajo, as well as some Partido Resagos, for which he was perfectly willing to pay the asking prices of the sellers. It does not surprise us in the least, that the firm of Lozano reports a steadily increasing trade, notwithstanding the generally dull times, as with such material the cigars must, perforce, please the smokers of clear Havana cigars.

Leslie Pantin was a very important factor, as usual, in our leaf market, as he could be seen from early morning to late in the afternoon in our different warehouses, purchasing large lots of leaf for account of his customers in town not alone, but also upon cable orders received from his clients in the North.

Exporters of leaf tobacco from the port of Havana above 200 bales, from February 1st to February 13th, inclusive, consisted of the following firms, viz.:

Sobrinos de A. Gonzalez	1,985	bales
Carlos Arnoldson & Company	1,769	"
Seeler, Pi & Company	1,670	"
J. F. Berndes & Company	1,458	"
Leslie Pantin	1,450	"
Virgilio Suarez	1,367	"
H. H. Strater	1,268	"
Martinez & Company	800	"
Perez, Capin & Company	725	"
Nunez, Diehl & Company	569	"
Maximilian Stern	564	"
Walter Sutter & Company	513	"
Mark A. Pollack	398	"

(*Continued on page 32.*)

Egypt May Grow Tobacco Again

A customs duty on a foreign import is easier to collect than an excise duty on a home product. For this reason, says the "Manchester Guardian," a valuable and prosperous tobacco growing industry was stamped out in England in the seventeenth and eighteenth centuries. It was stamped out in Egypt by Lord Cromer in 1890.

"Lord Cromer in 1890 first limited the area allowed for the growth of tobacco in Egypt to 1500 acres, and then a few months later forbade tobacco growing altogether. At the same time the import duties were increased by 40 per cent., so that the customs revenue on tobacco quadrupled in two or three years. That was all that was wanted, of course, for at that time the British occupation of Egypt was regarded only as a temporary measure, with the object of paying the debts incurred to European lenders by the late Khedive Ismail.

"Now that we are bound to regard Egypt as a sort of colony the economic interests of the Egyptian people will naturally come first, and it is possible that tobacco may be grown again in Egypt, for it was a very profitable branch of agriculture to the cultivators. It does not follow that the product would be liked by the present smokers of Egyptian cigarettes, which are now made from Turkish tobacco.

"It might be very nice tobacco, but it would not be the same as Turkish tobacco, even though the plants were imported from Turkey. For tobacco, more than any other vegetable, takes its character from the soil on which it is grown. It is the soil, not the type of plant, which makes the difference between Turkish, Cuban and Virginian tobacco."

Interesting Address on Tobacco Trade

The feature of the recent meeting of the Rotary Club in El Paso, Texas, was a talk on tobacco by Walter Kohlberg, of Kohlberg Brothers, manufacturers of the well-known "Safety-First" cigar.

Many interesting features regarding the tobacco industry were presented by Mr. Kohlberg and the cigar production of Texas and El Paso touched upon. The diners were each presented with a cigar from the Kohlberg factory and later were taken to the plant and given a chance to study the processes which change the leaf into the delightful cigar.

The Kohlberg plant at present employs 125 hands and has an annual payroll of $75,000.

Sweden May be Short of Tobacco

Sweden buys the greater part of its cigarette tobacco from Germany, and practically all of the tobacco imported into Sweden passes through Germany. Imports of tobacco from the Balkan States and via Hamburg are now stopped. In Germany the stock of tobacco is very small and there is none of the cheaper qualities. Sweden still has a certain stock of tobacco, but if the war continues there will be a shortage in the spring. Russia has forbidden the exportation of tobacco. The price of tobacco for cigarettes has increased 40 to 50 per cent. for the cheaper qualities.—"Commercial Reports."

Open Branch at Paducah, Ky.

The Tobacco Rehandling Company recently leased the big tobacco warehouse at Fifth and Clay Streets, Louisville, Ky., and have opened up branch offices and plant in that place. William F. Burghard has been appointed manager of the plant, which will number about 150 hands. Mr. Burghard formerly managed the company's Virginia factories. This company has other factories in Louisville, Hopkinsville, Glasgow, Bowling Green, Scottsville and Richmond, Ky., and at Clarksville, Tenn. It exports to Central America, South America, all parts of Europe, the West Indies and Africa. The main offices of the company are located in Liverpool, England.

Enrique Pendas in New Position

Enrique Pendas, one of the best known men in the clear Havana cigar industry in Tampa, has recently accepted the post of manager of the Tampa factories of the Havana-American Company. He will succeed the late Jose Arango.

In the early days of Tampa Mr. Pendas was manager of the third big factory to open in that city. It was that of Pendas & Alvarez. He became one of the large stockholders as well as manager of that company. He continued with the firm until he sold his interests a few years ago. Since that time he has been giving his attention to numerous other and important interests that he has in Tampa.

The Havana-American Company is to be congratulated on having secured one of the best men in the business to take the place of their late manager.

Perfecto.

James S. Goldsmith Severs His Connection as President

Following thirty years' connection with the houses of Schwabacher Brothers & Company, Incorporated, and the Schwabacher Hardware Company, both of Seattle, Wash., James S. Goldsmith, president of both concerns, announces his withdrawal. Mr. Goldsmith has taken over a substantial interest in the Puget Sound Mills and Timber Company, and will, in future, confine his activities to the lumber business. Mr. Goldsmith first identified himself with Schwabacher & Company as stock clerk in 1885. Having worked himself up to the office of vice-president of both houses, five years ago he became president, which office he held until the time of his retirement. Mr. Goldsmith is succeeded by Nathan Eckstein, the former vice-president.

Martin Brothers Get "Harvester" Brand

Announcement is made that Martin Brothers, the well-known importers and wholesalers of Waterloo, Iowa, have secured the distribution of the "Harvester" cigar, owned by Fay Lewis & Brothers Company. This brand is one of the best selling on the market and has maintained a high place among the better grade of cigars wherever introduced.

Martin Brothers are handling the brand in seven ten-cent sizes, and the five-cent size, "Harvester Kiddies," in foil packages in wooden boxes and also in cans holding fifty.

The Cuban Market

(*Continued from page 31*)

A. Moeller	383	"
Manuel A. Suarez & Company	366	"
Diego Gastardi	316	"
Ernest Ellinger & Company	307	"
Allones, Limited	302	"
Jose Suarez & Company	269	"
Menendez & Company	261	"
J. Bernheim & Son	252	"
I. Kaffenburgh & Sons	230	"
Rodriguez, Menendez & Company	215	"
C. E. Beck & Company	212	"

The Dutch steamer "Sloterdyck" is now in port, and has been engaged to take a cargo of around 7000 bales of leaf for Rotterdam.

Oretaniv.

Want to Advertise Tampa Cigars on Motor Trip

Three energetic young men of Tampa are planning a trip to the Panama-Pacific International Exposition by automobile. They would like to represent one or two lines of Tampa cigars.

The young men are Paul A. Bethel, Eugene Sands and A. B. McGlamery, and all three have had experience in cigar factories and on the road. They want to advertise Tampa as the Cigar City, in addition to acting as salesmen for a couple of first-class brands.

Mr. Sands has been an employee and salesman in M. A. Gunst & Company's factory for eight years.

The trip to San Francisco from Tampa is estimated at 3600 miles. The trio expects to cover that distance in sixty days, but they have not yet made any deal with a local cigar manufacturer.

The car they will use was seen in the Gasparilla Celebration. It has a body built to represent a cigar and painted to look like one. On it will appear a replica of the cigar band of the factory they represent. The car was originally a seven-passenger affair and has abundant room.

Mr. Sands is confident that they can do much to advertise Tampa on this trip and believes that they can book many orders for Tampa cigars that would not be secured otherwise.

"United" Store in Boston Robbed

A lone youth turned bandit the other evening and robbed the United Cigar Store at 74 Federal Street, Boston, Mass. The haul netted $5 from the cash register and $28 from the safe; $130 in the strong box in the safe was overlooked.

About 9 P. M. one night recently, a youth walked into the store and asked for a pack of cigarettes. When Alexander Cain, the clerk, turned to place the cigarettes on the counter he found himself gazing hypnotically at a gleaming revolver barrel. Having many plans for the future in this realm, Mr. Cain obeyed with alacrity the bandit's suggestion that he turn over all the loose shekels in the place. After the $28 appeared from the safe the robber seemed to lose interest in further search and walked out of the store. Before he left, however, he promised a good hot shot for Mr. Cain if he made any outcry.

Mr. Cain had not yet secured enough coupons to get a policeman's whistle, so he unhooked the telephone and called up a police station. Officers and inspectors "rushed" to the scene, "but they failed to find any trace of the robber."

Patents of Interest to the Trade

Cigarmakers' Moistening Device, No. 1,127,165. Samuel Berger, New York, N. Y. Carl O. Bergman, assignor to C. Mark, Evanston, Ill. February 2, 1915.

Cigar Cutter (Re-issue), No. 13,873. Alfred Emrich, Pforzheim, Germany, assignor by mesne assignments to Shiman-Miller Manufacturing Company. February 2, 1915.

Tobacco Pipe, No. 1,127,256. Fred A. Jewell, Worthington, Ind. February 2, 1915.

Cigarette Paper Holder, No. 1,127,292. Earle S. Schuyler, Morenci, Ariz. February 2, 1915.

Press for Cigar Molds, No. 1,128,598. Alexander Gordon, Detroit, Mich. February 16, 1915.

Cigarmaking Machine, No. 1,128,990. Joseph D. Lacroix, New Orleans, La., assignor to E. H. Davis, New York, N. Y. February 16, 1915.

Means for Applying Wrappers to Bunches in Manufacture of Cigars, No. 1,128,991. Joseph D. Lacroix, assignor to E. H. Davis, New York, N. Y. February 16, 1915.

Holder for Snuff and the Like, No. 1,129,022. Justin Schwarzbart, Berlin, Germany. February 16, 1915.

Wrapped Cigar, No. 1,128,828. Milton Wertheimer, Baltimore, Md. February 16, 1915.

Cincinnati

Retailers See Better Business—Miller, Dubrul & Peters Protest Against Cigarette Bill

Cincinnati, Ohio, February 25.

THE Ohio Hardware Association met here last week in annual convention and brought about 2500 visitors to help boost things. The stands in the downtown section did a good business from all reports, and now the retailers there are wearing a more cheerful expression. The Hardware boys were good spenders and business looked for a while like old times.

Pyle & Allen's man, O. R. Johnson, from Cleveland, was in town a few days in the interest of the Sanchez y Haya brands.

"Nightingale" Miniatures little cigars have recently been introduced here through H. S. Kramer, a general representative of the Nightingale Cigar Company, of 246 West Fifty-ninth Street, New York. The brand looks like a winner.

The Danford bill, recently introduced in the legislature to prohibit the sale of cigarettes and cigarette papers within the State, has brought forth a protest from E. P. DuBrul, of the firm of Miller, DuBrul & Peters, of this city, manufacturers of cigarette making machinery. Mr. DuBrul has set forth the fact that while his company does not manufacture cigarettes as a leading part of their business, the testing of machinery for the manufacture of cigarettes could not go on if this law becomes effective.

Henry Clay and Bock & Company was represented here last week by T. C. Gales, who was showing a splendid line of imported cigars.

The J. B. Moos Company is now handling a new brand of stogies called "Made-rite." They retail two for five cents. The Roby Cigar Company, of Barnesville, Ohio, are the manufacturers of this brand.

"August Belmont" cigars, a new brand put out by I. Stachelberg & Company in bond, has made its appearance in this city with Henry Straus.

The Honing Hotel Company was incorporated recently with a capital of $10,000. John S. Brannin has become president of the company and has assumed charge of the hotel. The cigar stand has been run under hotel management for some time and this procedure will probably be continued for the present at least.

"Fatima" cigarettes have been receiving special attention from Billy Orth recently. This phenomenal brand maintains its popularity and continues to grow.

Allen Davis, of A. Davis, Sons & Company, has been a recent visitor to the Pacific Coast. He was in San Francisco when last heard from.

S. Frieder & Sons have added several new brands to their list. "Reynaldo," made by Luckett, Luchs & Lipscomb, of Philadelphia, Pa., is one of the high-grade winners that they will handle. Philip Frieder has recently returned from New York.

Itan.

John H. Dreisch Makes Assignment

Pressure of a claim by a New York creditor to whom $2800 was owing, is given as the reason for the recent assignment for the benefit of creditors made by John H. Dreisch, cigar manufacturer, 15 North Howard Street, Baltimore, Md., to Jacob Myer, trustee. Mr. Myer, bonded for $2000, the estimated value of the assets, reports that the liabilities are between $3800 and $3900.

Introduce "Lalla Rookh" Into Birmingham, Ala.

Heineman Brothers, Baltimore, Md., recently introduced their "Lalla Rookh" into Birmingham, Ala., through their representatives, Jesse Heineman and S. W. Hooper. The brand will be distributed by C. C. Snider. The "Lalla Rookh" sells for ten cents and fifteen cents.

A Favorite with the BEST Cigar Stores Restaurants Hotels and Clubs

Manufacturers

PEDRO CASTRO & CO., Tampa, Fla.

New York Distributers

LOUIS G. SMITH & CO., 52 Beaver Street

Fancy Cigar Boxes

made by

Henry H. Sheip Mfg. Co.

Columbia Ave. and 6th St.

PHILADELPHIA

Tobacco Men Meet

At the Thirty-second Annual Meeting of the New England Tobacco Growers' Association, held recently in Hartford, Conn., the following officers were elected for the ensuing year: Howard A. Middleton, Broad Brook, president; F. L. Whittemore, Sunderland, Mass., vice-president; W. K. Ackley, East Hartford, secretary; Harry W. Case, East Granby, treasurer.

Meet me at the Tuller

For Value, Service, Home Comfort

New **HOTEL TULLER**

Detroit, Michigan

Center of business on Grand Circus Park. Take Woodward car, get off at Adams Avenue

ABSOLUTELY FIREPROOF

200	Rooms,	Private	Bath,	$1.50	Single,	$2.50	Up Double
200	"	"	"	2.00	"	3.00	" "
100	"	"	"	2.50	"	4.00	" "
100	"	"	"	3.00 to 5.00	"	4.50	" "

Total 600 Outside Rooms

ALL ABSOLUTELY QUIET

Two Floors—Agents' Sample Rooms

New Unique Cafes and Cabaret Exellente

"Brings Home the Bacon"

That is what several of our classified advertisers have had to say in regard to our Business Opportunities Department.

If you have anything to sell or exchange try this page. If you want to buy something try a solicitation in "The Tobacco World."

Only recently a big manufacturer used this column to advertise for a factory superintendent. On a one-time insertion we forwarded him twelve replies. He has since told us every one was from a first-class applicant.

Be Sure and Insert your next Classified Ad. in The Tobacco World.

SIGNS! SIGNS!! SIGNS!!!

High Class PAPER ENAMELOID SIGNS Our Specialty

ECLIPSE SIGNS GET THE TRADE

Maximum advertising value at minimum cost is what you get when you use our beautiful Paper Enameloid Signs. They catch the eye—they SELL CIGARS.

Ask our customers if you want proof. We cater exclusively to manufacturers and quantity users. To rated concerns we will gladly send samples of these effective and striking signs.

We will be glad to hear from experienced men with established business, as we have an attractive agency proposition to offer to such.

THE TOBACCO WORLD REGISTRATION BUREAU

The Tobacco World, established in 1881, has maintained a Bureau for the purpose of Registering and Publishing claims of the adoption of Trade-Marks and Brands for Cigars, Cigarettes, Smoking and Chewing Tobacco, and Snuff. All Trade-Marks to be registered and published should be addressed to The Tobacco World Corporation, 236 Chestnut Street, Philadelphia.

One Dollar for each title must accompany all applications. In case title or titles cannot be registered owing to prior registration, same will be returned immediately, less our usual charge for searching and return postage, or it will be credited if desired.

☞ **Positively no responsibility assumed for errors, duplications or any controversies which might arise. We will not under any circumstances act in a legal capacity in cases concerning disputed titles. We maintain a bureau of records only.**

REGISTRATIONS

STATLER'S ADORA:—30,703. For cigars. February 10, 1915. Northwest Cigar Co., Detroit, Mich.

LESBOS:—30,704. For cigars. February 10, 1915. Demetre & George.

LITTLE MEDAL:—30,705. For cigars. February 11, 1915. Central Cigar Box Co., St. Louis, Mo.

CHRIS. LANE:—30,706. For cigars. February 11, 1915. Jacob Jacobson, Chicago, Ill.

COLONIAL GENTS:—30,707. For cigars. February 11, 1915. F. M. Howell & Co., Elmira, N. Y.

COLONIAL WINNER:—30,708. For cigars. February 11, 1915. F. M. Howell & Co., Elmira, N. Y.

COLONIAL KING:—30,709. For cigars. February 11, 1915. F. M. Howell & Co., Elmira, N. Y.

SWEET BILLIE:—30,711. For cigars. February 11, 1915. J. Tubert, Baltimore, Md.

EM DE CLUD:—30,712. For cigars. February 12, 1915. Jacob Friedman, New York, N. Y.

IN HAVANA:—30,713. For cigars. February 13, 1915. Rush Mfg. Co., Reading, Pa.

M. U. D.:—30,714. For cigars. February 15, 1915. M. U. Diehl, Felton, Pa.

POUDRE SUPERIEURE:—30,715. For snuff, tobacco. February 16, 1915. Julien Masson, New York, N. Y.

AMBER LIGHT:—30,716. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. February 16, 1915. Dufenhorst Cigar Co., Milwaukee, Wis.

ARMY KING:—30,717. For cigars. February 16, 1915. F. M. Howell & Co., Elmira, N. Y.

AUSTIN SMOKER:—30,718. For cigars. February 16, 1915. Sam Lidsky, Chicago, Ill.

THREE BULLS:—30,719. For cigars, cigarettes, stogies, chewing and smoking tobacco. February 16, 1915. A. F. Fix & Co., Dallastown, Pa.

TINY SMOKES:—30,720. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. February 16, 1915. Dallas Cigar Co., Dallastown, Pa.

DUTCH WOMAN:—30,721. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. February 16, 1915. Rush Mfg. Co., Reading, Pa.

DUTCH LADY:—30,722. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. February 16, 1915. Rush Mfg. Co., Reading, Pa.

DUTCH CLEANSER:—30,723. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. February 16, 1915. Rush Mfg. Co., Reading, Pa.

DUTCH MAID:—30,724. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. February 16, 1915. Rush Mfg. Co., Reading, Pa.

HAFIZ:—30,725. For cigars. February 16, 1915. Kraus & Co., Baltimore, Md.

STATLER:—30,726. For cigars. February 16, 1915. Northwest Cigar Co., Detroit, Mich.

INNER MOST:—30,727. For cigars, cigarettes, cheroots and smoking tobacco. February 16, 1915. Kraus & Co., Baltimore, Md.

K. W. S.:—30,728. For cigars. February 17, 1915. Columbus Cuba Cigar Co., Columbus, Ga.

LUXBERGER:—30,729. For cigars. February 18, 1915. Selak & Hoffman, Wilmington, Del.

PRINCES OF BAGDAD:—30,730. For cigars. February 18, 1915. Rush Mfg. Co., Reading, Pa.

FLOR DE LLOYD GEORGE:—30,731. For cigars, cigarettes and tobacco. February 18, 1915. Moehle Litho. Co., Brooklyn, N. Y.

MADENICA:—30,732. For cigars, cigarettes and tobacco. February 18, 1915. Moehle Litho. Co., Brooklyn, N. Y.

COMMERCIAL CROWN:—30,733. For cigars. February 18, 1915. Scott MacDonald, St. Paul, Minn.

1-70-4:—30,734. For cigars. February 19, 1915. Jos. F. Ready, New Haven, Conn.

RACEBROOK:—30,735. For cigars. February 19, 1915. Jos. F. Ready, New Haven, Conn.

FUMA DE TABAQUEROS:—30,736. For cigars. February 20, 1915. Havana Cigar Co., Tampa, Fla.

PORCELLIAN CLUBS:—30,737. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. February 20, 1915. H. W. Young, Boston, Mass.

CAKIG 3d:—30,738. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. February 20, 1915. H. W. Young, Boston, Mass.

NORNS:—30,739. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. February 20, 1915. H. W. Young, Boston, Mass.

TRUE FRUIT:—30,740. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. February 20, 1915. Dallas Cigar Co., Dallastown, Pa.

SAFETY FIVES:—30,741. For cigars, cigarettes and tobacco. February 20, 1915. The Moehle Litho. Co., Brooklyn, N. Y.

YRADIER:—30,742. For cigars, cigarettes and tobacco. February 20, 1913. The Moehle Litho. Co., Brooklyn, N. Y.

KING LOG:—30,743. For cigars, cigarettes, cheroots. Re registered February 20, 1915, by Universal Mfg. Agency Co., San Francisco, Cal. Originally registered November 29, 1909, No. 19163, by Manuel Perez y Ca. Later transferred to John Antonowitsch, February 14, 1910, who transferred on February 10, 1915, to Universal Mfg. Agency Co., San Francisco, Cal.

MAKHANA:—30,744. For cigars, cigarettes and tobacco. February 23, 1915. La Kurba Cigar Co., Chicago, Ill.

F. E.:—30,745. For cigars, cigarettes and tobacco. February 23, 1915. La Kurba Cigar Co., Chicago, Ill.

LANGHOFF:—30,746. For cigars, cigarettes and tobacco. February 23, 1915. O. J. Hoffman Cigar Co., Canton, O.

TRANSFER

HAVANA DREAM:—For cigars, etc. Originally registered by Globe Lithographic Co., who transferred it to Eugene Gallagher & Bro., and Eugene Gallagher & Bro. transferred to Eugene Gallagher Bro. Co., and Eugene Gallagher Bro. Co. transferred to E. S. Sechrist, and E. S. Sechrist transferred to D. A. Gallagher on January 2, 1914, and D. A. Gallagher has this twenty-second day of February (February 22, 1915) transferred the title "Havana Dream" to D. A. Gallagher Tobacco Co., York, Pa.

A. M. Goehring With Balbin Brothers

A. M. Goehring, who for several years past has been looking after the interests of the Tampa-Cuba Cigar Company brands in and about Chicago, has recently closed a contract with Balbin Brothers, Incorporated, and will take care of this concern's brands in the States of Missouri, Iowa, Minnesota, Wisconsin, Illinois, Indiana, Ohio and Michigan.

Mr. Goehring is a man of unusual ability and through his early experiences as a practical manufacturer in both Key West and Tampa, is well qualified to cover this large territory. His entire business career has been spent in the cigar industry. Balbin Brothers are fortunate in securing the services of such a man.

Rawson Cigar Company Sold

The Rawson Cigar Company, which has been doing business in Worcester, Mass., for forty-five years, was sold recently to Britt Brothers, following the death of the owner, Oscar F. Rawson, who died in January. Just prior to Mr. Rawson's death the wholesale and retail business was burned out. The business is now carried on at 34 and 36 Southbridge Street, where the wholesale and retail departments are in operation.

James T. and John J. Britt are both former employees of the Rawson Cigar Company, and will now maintain the business of the Rawson Cigar Company under its old name. Both departments will be retained.

BUSINESS OPPORTUNITIES

For Sale, Wanted and Special Notices

RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

Special Notices.

"OLD DRURY" IS A SELF SELLING CIGARETTE
Willie Collier says, "Every puff a plug." Cork or plain. Write for territory. Old Drury Cigarette Co., 143 West Fortieth Street, New York City.

MONROE ADLER,
CIGAR BROKER,
186 N. La Salle St., Chicago, Ill. 6-17-he

LANCASTER STOGIE COMPANY,
MANUFACTURERS OF HIGH GRADE STOGIES,
120 Water St., Lancaster, Pa.

HIGHEST GRADE OF WHEELING STOGIES—That will please the most exacting smoker, are made by C. A. Kase, Seventh and Main Streets, Wheeling, W. Va.; Factory 33; Established 1895.

AN ESTABLISHED MANUFACTURER desires a few more accounts on his or private brands. Box 51, care of "The Tobacco World."

Wanted.

CASH PAID FOR CUTTINGS, SCRAPS & siftings.
Write to H. Adler & M. Meyerson, 332 E. 48th, New York

IMPORTANT NOTICE TO CIGARETTE MANUFACTURERS—We manufacture cigarettes for the trade; we also supply tobacco boxes and labels 25 per cent. cheaper than elsewhere. Brands registered. Write for particulars. Live distributors wanted. The Soter Company, 235 Canal Street, New York City.

A LARGE CHICAGO FACTORY would like to make connections with Western jobbers on a Havana union-made cigar. Will furnish advertising and introductory work. Address Box 61, care of "The Tobacco World."

Wanted.

EXPERIENCED DECORATOR will arrange for displays in cigar store windows in Philadelphia. Box 888, "Tobacco World."

IMPORTANT NOTICE TO CIGAR JOBBERS—We want you to know that we make the best $20.00 cigar and the best $17.50 cigar you can buy anywhere. Registered brands. Sixteen years' experience. Only one jobber in any territory. Samples to responsible jobbers. T. E. Brooks & Co., Red Lion, Pa.

WANTED—Unlimited quantities of "Seed Cuttings" and "Siftings." Get our new quotations for cash. Interstate Tobacco Company, 428 East 106th Street, New York City.

WANTED TO BUY—Second-hand Progress Bunching Machines. Mention your rock bottom cash price. Box 53, care of "The Tobacco World."

For Sale.

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 E. 78th St., New York. 9-1-tf

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

FOR SALE—Miller, Dubrul & Peters, No. 8 D. D. Scrap Cutting Machine. Also 12,000 private cigar labels. Address, Effenger M. Erb, Bechtelsville, Pa.

SEED LEAF and Spanish binders for sale. Ezra Shank, R. F. D. No. 6, Dayton, O.

Leaf Tobacco Notes

PENNSYLVANIA

Lancaster, Pa.

Nineteen hundred and nine tobacco is again on the move and leaf dealers hereabouts have been disposing of it lately for nine and ten cents a pound. There are still thousands of cases of 1909 tobacco on hand, but it is believed that it will move more rapidly now. The exhaustion of the stocks used in the manufacture of cheap cigars is believed to have been the cause of the present buying of 1909.

Other packings have moved slowly, although there would be more doing if the dealers and manufacturers in the larger cities could come to an agreement on price. Holders of 1913 are, as a rule, demanding fourteen cents.

KENTUCKY

Hopkinsville, Ky.

The past week was the biggest of the season in the tobacco market. The sales this week ran up close to 700,000 pounds, about double the quantity sold last week and the week before. There seems to be an increasing disposition to turn the 1914 crop loose without waiting for higher prices. In fact, the present prices may not be maintained if the ocean transportation becomes more uncertain.

The local receipts last week were more than 1,000,000 pounds, putting into circulation an average of $10,000 a day.

CONNECTICUT

Windsor Locks, Conn.

The cessation of potash shipments from Germany will make the cost of fertilizer higher this year than usual. No increase of note in the acreage is expected in this vicinity. It would not be surprising if the crop failed to come up to last year's standard.

The high prices that have prevailed during the past few years and especially the boom prices paid for some tobacco during the buying season last summer have tempted many growers to expand their work. A number of new growers have started cultivating tobacco in various sections of the valley. Good tobacco land is now held at unreasonably high figures. A recent sale on the other side of the river was on the basis of $200 an acre for land that was not all of the best quality. It is probable, therefore, that the careful growers will not extend their acreage materially until they are satisfied that the present high tide of tobacco prosperity is not going to be followed by an unprofitable period of low prices.

The late season sales that have been reported from time to time during the past few months have all been at prices that showed an unusual decline from the figures obtained during the buying season. Since reduction of this sort is to be expected, as the best crops are not usually unsold at this time of year, but this year's slump in prices has been more marked than usual. The thirteen-cent dead line, beneath which profit to the grower banishes, has been reached in some instances.

NEWMANN & GACH - Fancy Connecticut Wrappers and Havana our Specialty - Chicago

JOHN F. HEILAND & CO.
Lancaster County Fancy B's
LANCASTER, PENNA.

J. K. LEAMAN
Packer of and Dealer in Leaf Tobacco
Office and Salesroom
110-112 W. Walnut St., LANCASTER, PA.
Warehouse: Bird-In-Hand, Lancaster Co., Pa.

E. L. NISSLY & SONS
GROWERS AND PACKERS OF
CHOICE CIGAR LEAF TOBACCO
Packing Houses: Lancaster, Florin. Main Office: Florin, Pa.
Critical Buyers always find it a pleasure to look over our samples
Samples cheerfully submitted upon request.

B. F. GOOD & CO.
PACKERS AND DEALERS IN Leaf Tobacco
NOS. 49-51 WEST JAMES STREET
LANCASTER, PENNA.

MILTON H. RANCK
Packer and Dealer in
Domestic Leaf Tobacco
Office: Cor. Duke and Chestnut Streets
LANCASTER, PENNA.
Packing Houses: Strasburg and Lancaster

Jacob Bowman & Bro.
Dealers in and Packers of
LEAF TOBACCO
Penna. and Ohio Tobaccos a Specialty
226-230 East Grant Street, Lancaster, Penna.

John F. Nissly & Co.
Packers and Dealers in
LEAF TOBACCO
And Importers of HAVANA
No. 143 Market Street, Lancaster, Pa.

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of LEAF TOBACCO
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

J. U. FEHR & SON
Packers of Fine Cigar Leaf
Fancy, Lancaster County B's and Tops a Specialty
135-141 Maple Street, Reading, Penna.

Established 1890 Correspondence Solicited
KEYSTONE VARIETY WORKS
HANOVER, PENNA.
Cigar Ribbons, Silk Imitation and Muslinola Ribbon
Printed or Stamped in Gold or Silver
Labels. Stock Cards. Give Us a Trial. We Want Your Opinion

ESTABLISHED 1877 NEW FACTORY 1904
H. W. HEFFENER & SON
Steam Cigar Box Manufacturers
AND MAKERS OF
Patented Wire Bound Shipping Cases
HOWARD & BOUNDARY AVE. YORK, PA.

For Genuine Sawed CIGAR BOXES, Go to Established 1880
Keystone Cigar Box Co., Sellersville, Pa.
Our Capacity for Manufacturing Cigar Boxes is Always Room for One More Good Customer
MONROE D. SELLERS, SELLERSVILLE, PA.

J. F. Reichard
PACKER AND WHOLESALE DEALER IN
Cigar Leaf Tobacco
We offer a full line Pennsylvania, Wisconsin, Connecticut and Ohio, and Sumatra, Havana and Florida TOBACCOS
Domestic tobacco direct from the grower to you. We have the goods and facilities. Let us submit you samples and prices.
Main Office: YORK, PA.

F. ROCHA & CO. Cable: "DONALLES"

Havana Leaf Tobacco

Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba

SAN MIGUEL 100 HABANA, CUBA

M. A. SUAREZ & CO.
(S. en C.)

Growers, Packers and Dealers in **Leaf Tobacco**

Figuras 39-41, Cable "CUETARA" Havana, Cuba

LOEB-NUÑEZ TOBACCO CO.

IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO

306 NO. THIRD STREET, PHILADELPHIA

K. STRAUS & CO.

Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
101, 103, 105 and 107 N. Third St., Philadelphia

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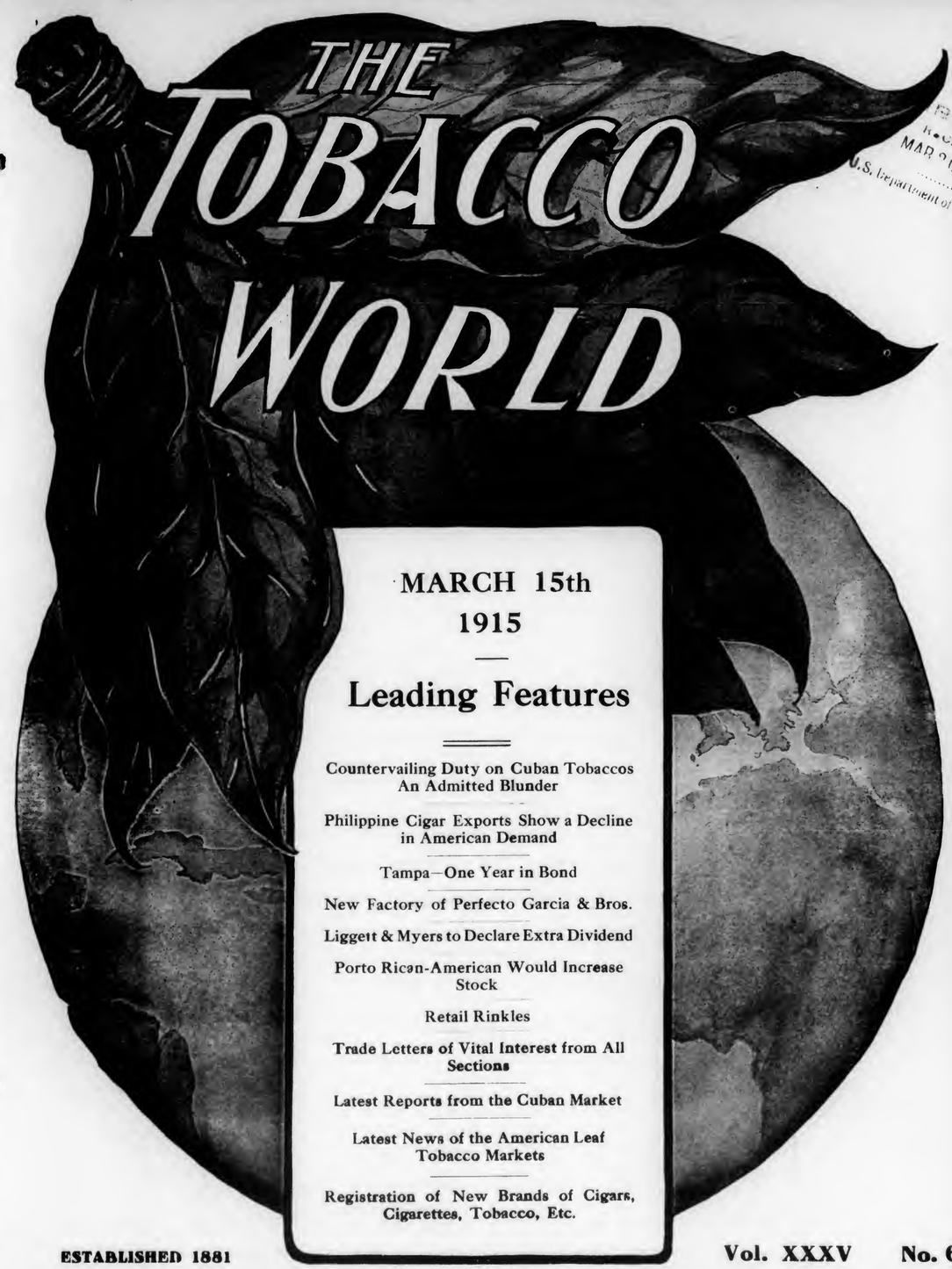

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ESTABLISHED 1881 Vol. XXXV No. 6

PUBLICATION OFFICES: 236 Chestnut Street, Philadelphia

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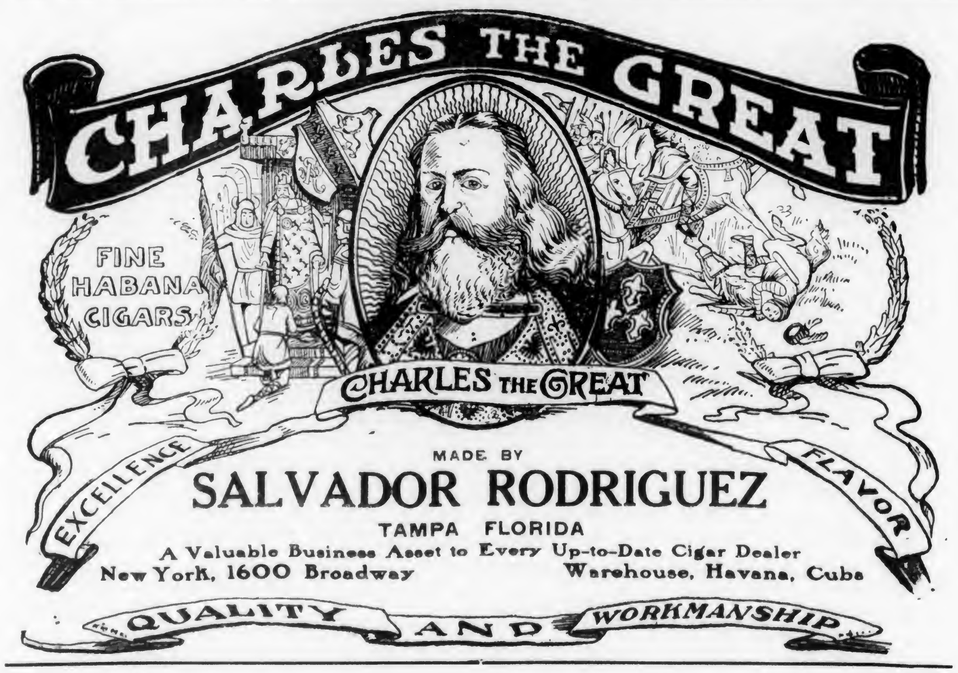

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Packed in a Pocket-proof Package

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The Deisel-Wemmer Company
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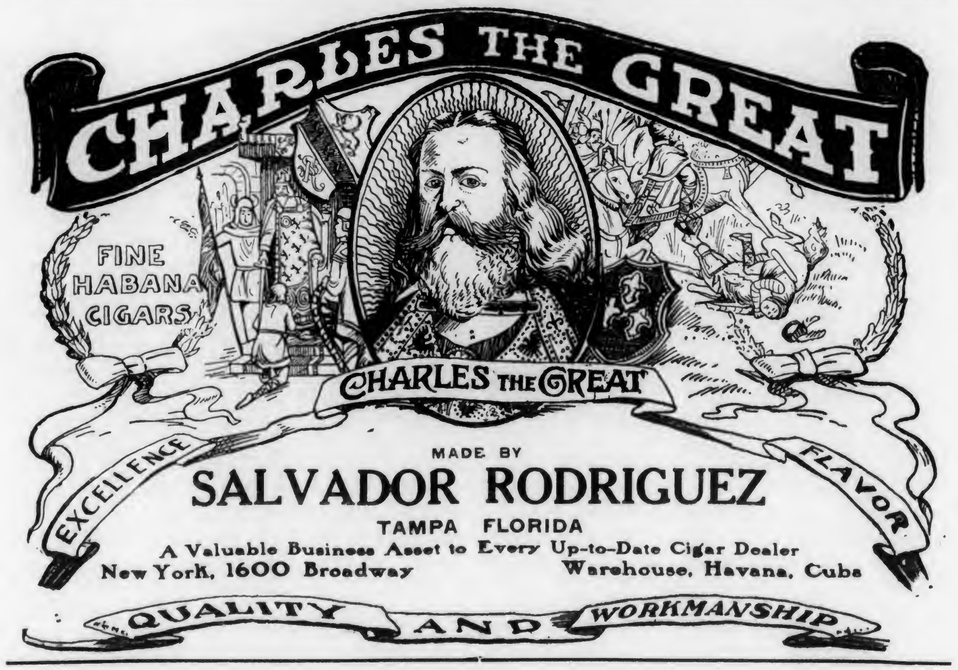

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The above concern has absorbed the corporation Kaufman, Pasbach & Voice and with its double facilities, are prepared to give the trade the benefit of the same.

Write us for specimens of our recent cigar label and band work which are considered equal to imported.

TWO NEW SIZES

SINTOMA

10c CIGAR

Blunt and Club, in the popular 10-top $\frac{1}{20}$-packing. Same real Portuondo quality at the right price. . . . . .

Juan F. Portuondo

Cigar Mfg. Co., Philadelphia

SOL HABANA

Behrens & Co.

Havana, Cuba
Consulado 91-93

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always a little better than Havana's Best

New York Office
80 Maiden Lane

LA DEVESA DE MURIAS HABANA

The Original and Genuine

Central Union

Smoking Tobacco in a New Cut

Packed in a Pocket-proof Package

1½ ounces—5 cents

United States Tobacco Co.
RICHMOND, VA.

For Gentlemen of Good Taste

San Felice
CIGARS

The Deisel-Wemmer Company
LIMA, O.

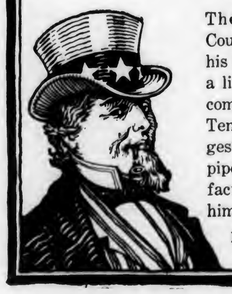
INTENTIONAL SECOND EXPOSURE

EISENLOHR'S
Cinco
CIGARS
PHILADELPHIA

Quality Paramount
CELEBRATED
H. UPMANN CIGARS
H. UPMANN
HABANA
Strictly Independent Manufacturers
CHAS. LANDAU
Sole Agent for United States and Canada
82 Wall Street - New York
Board of Trade Bldg., Montreal, Canada

EL GENIO
Clear
Havana
Cigars
Made in Tampa, Fla.
P. Verplanck & Co.
263 Fourth Ave. New York

UNION LEADER
REDI-CUT
"The Big Ten-Cent Tin"
For Pipe or Cigarette



The Man-Across-the Counter won't let go of his dime until he can see a life-size dime's worth coming back. That "Big Ten-Cent Tin" is the biggest dime's worth of real pipe and cigarette satisfaction you can hand him.
P. Lorillard Company
Established 1760

AIR TIGHT DUST PROOF SANITARY

The Package Perfect
We are prepared to furnish on the shortest notice our recently introduced line of
OVAL, ROUND AND SQUARE CEDAR BOXES
Carrying 5, 10, 12 and 25 Cigars
THEY IMPROVE THE CIGAR AND WILL IMPROVE YOUR SALES
These boxes are made from Select Cuban Cedar by our exclusive process, and cigars packed in them are guaranteed to retain their original boquet and aroma. Their sanitary qualities are self-evident.
Manufacturers who have used them have met with instant success on the goods packed in them and duplicate orders have quickly followed.
MR. RETAILER:—Ask that your favorite brand be packed in this style. It will cost the jobber no more and should cost you no more. The results will surprise you.
IT'S AN IDEAL WEEK-END PACKAGE
Samples and Prices Upon Request. The Ideal Package for Dry Climates.
TAMPA BOX COMPANY Tampa, Florida

SANCHEZ Y HAYA

Factory No 1 Tampa. Fla.

A New Brand from Old Number 1.

Samples now ready for

"IGNACIA HAYA" Brand

These goods are the last word in fine cigars made from the choicest "Vuelta Abajo" tobacco, under U. S. Government bond inspection. 8 sizes only—Cigars to retail for 2 for 25c. to 25c. each.
Package and goods show quality and class in every detail.
"La Flor de Sanchez y Haya" have always been leaders in their field. Better than ever.

SANCHEZ Y HAYA, Tampa, Florida

HONESTLY ADVERTISED NOT MISLEADING

LA SARAMITA

Broadleaf Wrapped Havana Cigars

Pre-eminent by Comparison

Real Havana Tobacco Skillfully Blended

THE SHIELDS-WERTHEIM COMPANY, Cleveland

ELISARDO

"The Brand that is Uniform"

Clear Havana Cigars

That Have Stood the Test

Balbin Bros., Incorporated, have just succeeded to the long established business heretofore conducted by Balbin Bros.

Our factory is now being enlarged and remodelled and we pledge ourselves to the trade to maintain the high degree of merit which has always made the Balbin product an honored and dependable one.

Our factory is bonded and under United States Government inspection

If perchance you do not know about "ELISARDOS"—write us, we can interest you.

BALBIN BROS., INC.
TAMPA, FLORIDA

Showing the Way To Success
To Many Dealers
WILL DO THE SAME FOR YOU

Londres Blunts Invincibles

"44" CIGAR COMPANY, INC.
PHILADELPHIA

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla.
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LOVERA

CLEAR HAVANA CIGAR
Made under U. S. Bond by
Jose Lovera Co.
TAMPA, FLA.

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"TOBACCO LEAF"

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All about Tobacco From the Plant to the Finished Product
500 pages, cloth bound—$2.00 by mail, prepaid

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FIVE CENT CIGAR
PHILADELPHIA

DIAMOND JOE CIGAR FACTORY
ESTABLISHED 1860

BEST THAT SKILL, ENERGY AND MONEY CAN PRODUCE
H. FENDRICH, Maker, EVANSVILLE, IND.

5c CIGAR

"A Tale of a Journey"

The BOLD Cigar at its start headed straight for the road that leads up the Mountain of Success.

It rode on a vehicle called quality; it gave service and square dealing wherever it went.

To-day, BOLD is securely perched on the highest point of Mount Success overlooking the commercial world.

That's why it's known as

BOLD
"Above All"

A Nickel Cigar of Excellence

BOBROW BROS.
PHILADELPHIA PENNA.

Best Quality **Best Known**

EDEN

The Cigar Without a Peer

Calixto Lopez y Cia
Habana

New York Office— 257 Fourth Ave.

The World's Standard Cigar

FLOR DE TABACOS DE PARTAGAS Y Cª HABANA

The Real Independent Factory in Havana

Cifuentes, Fernandez y Ca.
Calle De La Industria, 172-174
HABANA, CUBA

General Agent for United States
and Canada

ROBERT E. LANE
115 BROADWAY, NEW YORK

Demand Proves the Value of a Cigar

Statesmen
MILD 5¢
CIGARS

ARE IN DEMAND

JEITLES & BLUMENTHAL, Ltd.
PHILADELPHIA, PENNA.

THIS ASSORTMENT CONSISTS OF

1 600 Hole Board
1 $4.00 Catcher Mitt
1 $3.00 1st Base Mitt
4 $1.25 League Balls
1 $3.00 Fielders Glove
1 $2.50 Fielders Glove
1 $2.00 Fielders Glove
1 $1.50 Fielders Glove

The above are Retail Prices. Every item is Warranted to be of Highest Quality

The Best Punch Board Baseball Deal on the Market

Note What This Deal Consists of Then

Note the Price

$9.50

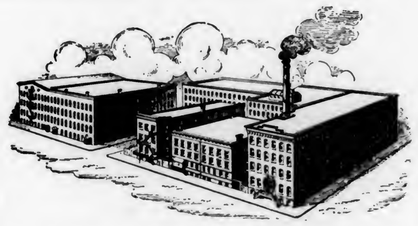
Compare this assortment with those for which you have been paying $12.00 or more.

We don't ask for orders. All we want is permission to submit a sample assortment. Special Deals can be made up to suit your individual requi ements disposing of any desired quantity or type of stock.

WIRE TODAY

For Sample Deal in order to make your own comparisons

Atlas Premium Company
54 W. Lake St., CHICAGO



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NEWARK, N. J.

LARGEST INDEPENDENT CIGAR FACTORY IN THE WORLD

MAKERS OF SUCH FAMOUS BRANDS AS

FLOR DE MELBA, JOHN RUSKIN, SUBWAY, GOLDEN EAGLE, SENATOR EVARTS, TELONETTES, ALLENETTES, MANILLANETTES, COBS AND OTHER BRANDS AS LISTED IN OUR CATALOG

ALL LIVE DEALERS carry our entire line. Backed up by extensive national advertising—our merchandise sells fast. A profit-sharing voucher for the consumer attached to all cigars and enclosed in package goods. Additional vouchers in all boxes. If your jobber cannot supply you, write us and send us his name. Get in line—don't let the dealer in your block get all the business. Write to-day—we'll send you our new Profit-sharing Catalog free.

Over 1000 Dealers in New York During 1914 Stocked

MI FAVORITA

CLEAR HAVANA CIGARS

The flower of perfect tobacco manufactured in bond has maintained "Mi Favorita" Clear Havana Cigars at the forefront of all brands. Quantity shipments from factory.

MI FAVORITA CIGAR CO., Inc.
Key West, Fla. 529 West 42nd Street, New York
"The Park & Tilford Standard"

Repeats Like a Winchester

5c.-Rocky Ford Cigars-5c.

Delicious Flavor
Made at our Newark, N. J. Factories

We also manufacture at our several factories located at Pittsburgh, Pa. the celebrated

[Pittsburgh "FAMOUS" Stogies]

The jobber's biggest asset in the 2 for 5c. line.
Our 2 for 5c. and 3 for 5c. lines of CIGARS and STOGIES are so extensive that space does not permit mentioning
Write for full information and prices

UNION AMERICAN CIGAR COMPANY
28th and Smallman Sts. Pittsburgh, Pa.

EVARISTO HERRERA, SAN MIGUEL 85 HABANA, CUBA

Manufacturer of the celebrated Habana Cigar Brands
Flor de P. A. Estanillo
Flor del Fumar
Elite

Fifth Avenue Cigarettes
The Union Made Cigarette of Quality Bearing Union Label
Ten cents per package of ten. Mouthpiece, Cork Tip, Plain
Live Distributors Wanted
I. B. KRINSKY
207 North 4th Street . . . BROOKLYN

THE
Key West Cigar Factory
Factory No. 413, KEY WEST, FLA.
Office and Salesroom:
43 to 47 W. 33d St., New York

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
401-405 E. 91st Street, New York

G. S. Nicholas & Co.
41 and 43 Beaver Street, New York
DIRECT IMPORTERS of the highest grades of Cigars manufactured by the
Independent Factories of Havana
all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.
Price List Mailed Upon Request.

Graham Courtney
"MILD HAVANA BLEND"
They Lead the Leaders
26 SIZES
Acker, Merrall & Condit Company
135 West 42nd Street, New York

GREATEST SUCCESS IN HABANA'S CIGAR HISTORY
ROMEO Y JULIETA
RODRIGUEZ, ARGUELLES & CO.
A Success of Quality
THIS FACTORY HAS TODAY THE ENORMOUS PRODUCTION OF 85,000 CIGARS A DAY. IN DEMAND BY CONNOISSEURS IN EVERY COUNTRY OF THE WORLD
U. S. Representative: Wm. T. Taylor, 93 Broad St., N.Y. City.

COPENHAGEN
Chewing Snuff

We guarantee Copenhagen Snuff is now and always has been absolutely pure.
It is made of the best, old, rich leaf tobacco. The Snuff Process retains the good of the tobacco and expels the bitter and acid of natural leaf tobacco, making Copenhagen the **World's Best Tobacco for Both Chewing and Snuffing.**
Whenever a dealer has any difficulty in obtaining his supply of Copenhagen Chewing Snuff satisfactorily, we will help him if he will write us.

WEYMAN-BRUTON COMPANY
50 Union Square North New York, N. Y.

Why Is It Necessary To Advertise the Imported Sumatra?

The REASON:

American Sumatra Tobacco

Grown by
AMERICAN SUMATRA TOBACCO CO.,
142 Water Street, New York

MADE IN BOND

HAVANA CIGARS

Highest Quality
Best Workmanship

MADE BY

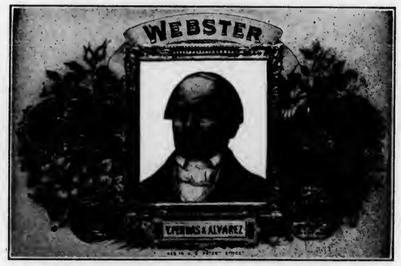
V. Guerra, Diaz & Co., Tampa, Fla.

Established 1867

Our Motto "Quality"

Y. PENDAS & ALVAREZ

WEBSTER



Clear Havana Cigars

Office and Salesroom, 209 Pearl St.
NEW YORK CITY

TAMPA FLA.

HAVANA CUBA

Like his big 10c. brother

LITTLE WM PENN

is "good thru and thru"

½ the size — ½ the price

A *real* little cigar

5c.

THEOBALD & OPPENHEIMER CO.,
1020 SECOND AVENUE, - NEW YORK.

Whip

Ready Rolled Tobacco

Past Success Plus Present Performance

SELL "WHIP"

First success is bad for some people. They're too liable to rest on their oars. We Pattersons are not that kind. We have scored many national successes but we have kept right on experimenting.

And now—after thirty years—we're ready to state that "Whip" is the sum-total of all tobacco goodness that Patterson genius can make it. It is the best smoking tobacco we ever made—also the mildest.

5c one-ounce tins. 10c two-ounce tins, and in handsome green pottery Patented Self-Moistening 1-lb. Humidors.

M. C. PATTERSON, President
PATTERSON BROS. TOBACCO CO., Inc.
Richmond, Va.

Also makers of "QUEED"—the big 2½ oz. ten-cent tin—a little better than most 2-oz. ten-cent tobaccos. You will find it a good seller.

M. MELACHRINO & CO., Inc.

EGYPTIAN CIGARETTES

You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

GRAND DEPOTS OF M. Melachrino & Co., Inc. { London, 8 Regent St., S. W. Capetown, South Africa } Calcutta, 10 Government Place Alexandria, Rue Cherif Pacha CAIRO, Head Office and Factory Hamburg, 18-20 Grosse Backerstrasse

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214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXV. PHILADELPHIA AND NEW YORK, MARCH 15, 1915. No. 6.

PHILIPPINE CIGAR EXPORTS SHOW A DECLINE IN AMERICAN DEMAND

Other Countries Show Falling Off Due to War—Increase in Closing Months Believed to Presage End of Depression

(Prepared by the Bureau of Insular Affairs, War Department, Washington, D. C., and printed in the Commerce Reports.)

THE leading feature in the Philippine cigar export trade of the calendar year 1914 was the continued decline in the American demand. The Philippine cigar has had a varied experience in winning American favor since free entry into the United States was extended to it in the latter half of 1909. The first rush into the new market was followed by a serious reaction, from which there was a slow recovery with a new maximum export quantity of ninety million reached in 1912. Following this the general movement was downward, and for an extended period monthly shipments averaged only about four million. But there was a perceptible increase in the closing months of 1914, indicating the probable end at last of this second period of depression, which, though covering a slightly longer period, has not been so extreme as the first.

The normal quantity of cigars exported prior to the development of the American demand under free trade was somewhat above one hundred million, and the following figures, giving exports both before and after the legislation of August 5, 1909, show the increased volume of manufacture that free trade brought to the cigar industry as well as the fluctuations in American purchases:

Calendar years.	Total.	United States.	Other countries.
1907	114,665,000	1,526,000	113,139,000
1908	115,881,000	1,182,000	114,699,000
1909	151,457,000	37,076,000	114,381,000
1910	184,407,000	61,526,000	122,881,000
1911	134,830,000	38,112,000	96,718,000
1912	190,842,000	90,000,000	100,842,000
1913	191,762,000	71,513,000	120,249,000
1914	154,754,000	56,205,000	98,549,000

In the reduced total for the year it is to be noted that countries other than the United States, as a whole, also declined from the unusually high figure reached in 1913. This older trade has been fairly well maintained in the face of the large and irregular American demands upon the industry, but a study of the returns in detail for the year shows that the shrinkage in this foreign movement occurred chiefly in the war period and may be ascribed in a measure to the war, whereas shipments to the United States from August to December slightly increased over those of the corresponding months of 1913. While Philippine cigars have a world-wide market and are regularly exported to some forty countries, the bulk of shipments other than to the United States are to near-by oriental markets, though no doubt the importing Hongkong and Singapore trade is largely for further distribution. The export movement by leading countries for the past three years was as follows:

(Continued on Page 17)

COUNTERVAILING DUTY ON CUBAN TOBACCOS AN ADMITTED BLUNDER

Order Will Probably Never be Sent Out—Denied That Order Was Ever Issued—Was Given to the Press, However

Washington, D. C.

THE ambition of a clerk in the Treasury Department, whose duty it is to watch foreign tariff changes, is said to be responsible for the amazing order which declared a countervailing duty on Cuban tobacco and cigars and which was given to the press about two weeks ago. This order caused quite a stir in the trade, and as a result of the agitation and investigation which followed, the whole affair is unofficially admitted to be a blunder. For the present, at least, the order is suspended.

It seems that in the course of his work a clerk discovered that the Cuban Government was preparing to issue bounties on exported cigars and tobaccos. However, a careful reading of the Cuban bounty law, parts of which were printed in the March 1st issue of "The Tobacco World," shows that the executive is "authorized" to grant bounties, but does not contain information to prove that the bounties are actually being granted. As a matter of fact, the Cuban Legation advises that so far as they know no bounties are being paid!

The Cuban Legation has taken this order up with the American State Department and an inquiry has resulted. The now famous order sent out under the signature of Assistant Secretary of the Treasury Peters is suspended for the present, and probably is shelved permanently.

While the matter will be officially taken up with the Cuban Government, it is believed that the statement of the Cuban Legation that no bounty is being paid on exported cigars and tobaccos may be taken as the truth of the matter. It is pointed out that the Cuban Government is hardly inclined in such times as these to put into effect an order that would have for its ultimate result the increasing of the customs receipts of this country.

The person whose duty it is to watch foreign tariff changes evidently took for granted that the use of the word "authorized" in the Cuban bounty law gave the inference that the bounty was actually being paid. If it were taken for granted by other nations that all the regulations of this country in which the word "authorized" is used were actually in effect, the Department of State would have a very busy time.

Capitol.

Imperial Tobacco Profits

The profits of the Imperial Tobacco Company for 1914 totalled £3,533,300, against £3,354,500 for 1913. Apparently the war had not had much effect on the tobacco trade; £1,000,000 is placed to the reserve fund, raising it to £5,250,000, and after paying 35 per cent. on the deferred ordinary B shares there is a surplus of £315,000. The reserve fund is equal to one-third of the capital of the company and the assets are placed at over £24,500,000, which includes nearly £9,500,000 for goodwill.

IRREGULAR PAGINATION

THE TOBACCO WORLD

ESTABLISHED 1881

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH BY
THE TOBACCO WORLD CORPORATION

J. LAWTON KENDRICK, Treasurer

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Vol. XXXV MARCH 15, 1915 No. 6

CIGAR MANUFACTURERS' ASSOCIATION OF AMERICA

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JOSEPH B. WERTHEIM, 81st and East End Ave., M'hat'n, N. Y...Treasurer
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WOOD F. AXTON, Louisville, Ky. .....Vice-President
RAWLINS D. BEST, Covington, Ky. .....Secretary-Treasurer

With the appearance of the annual reports of a number of the larger tobacco companies there is a noticeable decrease in the sales, and a still more noticeable loss in profits, compared with the year 1913. On the other hand, the decreases are not near so heavy as might be expected in a year so filled with unsettled business conditions.

Decreased Profits

It must be remembered that 1913 was an unusually successful year for many lines of business, and the combination of events which burdened the commercial activities of the United States in 1914, by comparison, has made conditions look much worse than they really are.

The decrease in sales was to be expected, but the loss in comparative profits was due to an entirely different cause. As is pointed out by the president of one of the largest tobacco companies, the prices of leaf tobacco as well as all other raw materials during 1914, were so high that the profit per unit of production was considerably reduced. Again, during the depression competition was stronger than at any other time.

That 1915 is filled with promise is shown by the fact that many of the larger factories throughout the country are far ahead of their productions for the first two months of last year.

Tampa One Year in Bond

WHEN the writer visited Tampa one year ago, the United States Government had just enacted the law which provided for the manufacture of clear Havana cigars in bond and under a government inspector's eye, who would verify to the fact that only Havana tobacco was used in the factory over which he presided.

This law seemed at the time to be a most desirable one and its enactment was endorsed by scores of the best clear Havana manufacturers in the country, and especially in Tampa. These same manufacturers had been bucking competition for years with cigars which were claimed to be strictly Havana tobacco, and which were sold at prices which they could not touch. Under the bond law it looked like the problem was solved and that honest manufacturers would have the long waited chance to put out their goods without meeting unscrupulous competition.

Immediately upon the passing of the law, many of the foremost factories of Tampa, as well as Key West, several New York factories and one or two other scattered factories went into bond, and have since operated under its provisions.

After one year under these conditions, I found that the industry in Tampa was in a most peculiar condition, in fact I might say was undergoing a subtle change of mind. Many of the bonded manufacturers are uncertain as to what effect the law has had on business, with leanings toward an unfavorable opinion. One and all they hesitate to express themselves decidedly on the matter, but I honestly believe that today if a concerted effort was made the Tampa manufacturers would give up the bond end at once, provided, of course, that there was unanimity of action.

And yet, I believe this would be a grave mistake and would open wider the door to further abuses which are really at the heart of all the troubles which the clear Havana makers now face.

No one will attempt to deny the fact that the financial and industrial conditions of the United States for twelve months past, as well as the great European war, have radically affected the consumption of cigars, and more especially of fine clear Havana cigars, and this has been keenly felt in Tampa circles. However, the public have been consuming millions of cigars just the same, but of a cheaper quality, and undoubtedly thousands of smokers of clear Havana brands have been switched to other and cheaper makes which were represented to them by the dealers as clear Havana. Familiarity even with a bad brand of cigars leads to its use, and it is to combat this one point that I believe the Tampa bonded manufacturers should devote all their concerted efforts. The bond law can be made the most powerful weapon possible to protect the clear Havana cigar if the manufacturers will utilize it to its fullest extent.

Primarily, there must be a campaign of education of the widest scope possible. The dealers of the United States must be pounded with the fact that no leaf tobacco can be sent into the Island of Cuba, unless it has been grown there and shipped out previously, and that this fact should be transmitted to the smoker. With this point firmly planted in the minds of all, the united manufacturers of Tampa should annually appropriate a certain amount to tell the public through every medium possible that when a cigar is made in bond, it is made of tobacco which has come from the Island of Cuba, and that nothing else enters into its manufacture. The United States Government will back them in this assertion and does so now with its stamps.

This educational work should at least be given a fair chance. The manufacturers who have gone into bond, seem to have been backward in this most vital point. Confirmed smokers of clear Havanas who have consumed standard Tampa brands for years, do not care whether the factory is bonded or not. They know good Havana cigars and always have, and always will buy them. It is the smoker who calls for a clear Havana and on whom the dealer palms off the cheap stuff, that the maker of good goods must reach and impress. When the day comes that the public demands a bonded made cigar when buying clear Havana goods, then will the problem be solved and the strength of the new law fully tested. As it is today it appears that the manufacturers have the weapon but do not fully realize its potency. The writer personally asked five different cigar clerks in New York City recently concerning prominent Tampa factories, as to whether they made goods in bond, and was unable to obtain any definite information from any one of them, and they were of the average intelligence at that. If the man behind the counter, who sells the goods, does not consider the bond protection of sufficient value to inform himself as to whether a brand is made in bond or not, then of what avail?

The Tampa clear Havana Manufacturers' Association have on several occasions been presented informally with a proposition to assess a small fixed sum on each thousand of cigars made by their members for purposes of advertising in a general way the bonded factories. In this manner a huge fund could be quickly raised which would help the industry immensely. If, for a year, the Association would run a full page announcement in men's publications, say, for example, the "Saturday Evening Post," "Everybody's Magazine," "Munsey's," "Puck," "Life" and "Judge," backed up by two full pages in each of the standard trade journals of the industry, personally we would guarantee to present the Association with a receipted bill at the end of the time if the results did not prove enormous.

We do not believe in the decadence of the clear Havana industry. It is all well and good for some manufacturers to try out blended makes of cigars. There is a market for seed and Havana goods just as well as there is for smokers, but very few good clear Havana manufacturers are equipped or fitted by experience to mingle in the bitter battle which has been waged for years in seed and Havana circles.

All honor to the wonderful product of clear Havana cigars which Tampa and Key West have given to the United States and which smokers universally recognize, but conditions constantly change and we believe that the master minds of the industry there should consider every phase of the situation. The bonded factory is not a failure, but it may prove one unless its advantages are fully understood and utilized.

J. L. K.

Cuesta-Rey & Company Receive Royal Warrant

Following the recent cable announcement from Madrid that Cuesta-Rey & Company, through Angel L. Cuesta, had been appointed Purveyors of Cigars to His Spanish Majesty, King Alfonso XIII, the firm received on March 3rd the Imperial warrant which confirmed this appointment.

A reproduction of this warrant is to be seen in the advertisement of the firm appearing on the back cover of this issue, and Mr. Cuesta informs us that his firm is the only one in the United States which has ever received such an honor from any court.

Several times hitherto Mr. Cuesta, as an individual, has received marked honors at the hands of King Alfonso, being named about eight months ago as a member of the Order of Comendador.

President Whelan, of the "United," in 'Frisco

President George J. Whelan, of the United Cigar Stores Company, is on an inspection tour of the properties of the company on the Pacific Coast, and to visit the Exposition in San Francisco. Mr. Whelan is accompanied by Prince Nicholas Engalitcheff, of Russia.

In an interview Mr. Whelan stated that the tobacco business is better just now than it has ever been before.

PHILIPPINE CIGAR EXPORTS SHOW A DECLINE IN AMERICAN DEMAND

(*Continued from page 15.*)

	1913 *Number*	1914 *Number*	1913 *Value*	1914 *Value*
United States	71,513,000	56,205,000	$1,642,888	$1,200,126
Australasia	16,583,000	13,690,000	243,763	201,312
British East Indies.	22,892,000	15,362,000	252,117	181,343
China	22,081,000	17,199,000	209,380	174,570
Hongkong	14,398,000	9,549,000	163,374	121,496
Spain	8,177,000	12,548,000	46,961	61,551
Other countries	36,118,000	30,201,000	453,751	374,761
Total	191,762,000	154,754,000	3,012,234	2,315,159

The $700,000 reduction in the value of exports was, in addition to the smaller quantity, due in a measure to declining prices in the American trade. The view was early taken that the interest of the cigar industry in the new field would best be served by making the United States a market for high-grade products and by the limitation of shipments of low grades. Regulations were made to that effect, under which American prices have averaged more than double those of other countries. These regulations, however, no longer operated during 1914 and monthly price averages were generally downward, declining from $23.29 per thousand in January to $17.43 in December, the lowest figure reached during free trade. The average price of shipments to other countries, as a whole, in 1909 and earlier ranged about $9, but moved upward coincident with the increasing American demand, and for the past three years has somewhat exceeded $11 per thousand.

Salvador Sanchez & Company Will Build Addition

Jerry Windmuller, of the Salvador Sanchez & Company factory, states that they have had plans prepared and will let the contract next week for a sixty-foot addition to their factory at Twentieth and Green Streets, in West Tampa, which room they need to take care of their rapidly increasing smoker business.

The Salvador Sanchez smoker has been branded as "Sanchitas," and the goods have made a market for themselves from the very outset.

Reynolds Tobacco Company Shows Gain

The annual report of the R. J. Reynolds Tobacco Company for the year ended December 31, 1914, shows net earnings of $2,916,564, equal to 29.16 per cent. earned on the $10,000,000 capital stock, against 28.62 per cent. earned on the same stock previous year.

The income account compares as follows:

	1914.	1913.
*Net earnings	$2,916,564	$2,862,567
Dividends	1,600,000	1,200,000
Surplus	1,316,564	1,662,567
Previous surplus	7,507,140	5,844,573
Undivided profits	8,823,704	7,507,140

*After deducting all charges and expenses of management, and making provision for taxes, allowances, depreciation, advertising, etc.

Martin Brothers, Davenport, who operate a chain of stores and hotel stands throughout the State of Iowa, have taken on the "Reynaldo" brand, manufactured by Luckett, Luchs & Lipscomb.

S. Frieder Son Company, who operate three retail stores in Cincinnati, have just opened their fourth establishment on Warner Street. They have been featuring "Hoyo de Cubas" from the San Martin & Leon Company.

IRREGULAR PAGINATION

Detroit

E. M. Harris & Company Ready for New Headquarters—"44" and "Adlon" Cigars Well Placed—"La Saramita" Brand Attractively Displayed

Detroit, Mich., March 9th.

DURING the month of February, Detroit produced 20,947,993 cigars, paying the Government $62,843.98 for revenue stamps. Last year, during the same month, Detroit manufacturers produced 22,142,026 cigars, paying the Government $66,426.08 in stamps.

During February, 1915, $182,838.46 was paid to the Government for 2,285,443 pounds of manufactured tobacco, as compared with $173,136.21 for 2,164,202 pounds for the same month in 1914.

E. M. Harris & Company, 119 Woodward Avenue, are conducting a mammoth closing out sale preparatory to moving into their new store in the David Whitney Building, which will be about April 1st. Cigars, tobacco, pipes and smokers' articles of all kinds are being offered at reduced prices. "We want to open in our new store with a brand new stock of goods," said Mr. Harris to "The Tobacco World" representative. Such well-known brands as "Cincos," "San Felice," "Jeitles" and "New Bachelors" are selling at seven for twenty-five cents; "La Preferencia" Club House size, is selling at seven cents; all three for twenty-five cent cigars are going at four for twenty-five cents, all ten cent straight cigars are going for eight cents, etc. All sales are made for cash only.

L. B. Ackerman, general sales director for the "Webster" cigar, was a recent visitor in Detroit.

Hi Hammer, who sells the "Julia Marlowe" cigars, spent a few days here early in March.

Frank W. Clarke, Middle West representative for the "44" Cigar Company, assisted by Thomas F. Cooke, the recently appointed city salesman for The Scudders-Gale Grocery Company, of Cairo, Ill., reports a most successful campaign, placing the "44" and "Adlon" cigars with the trade in Southern Illinois. Mr. Clarke is putting on a similar campaign for the Scudders Company at Quincy, Ill., where he will be assisted by the company's local representative, Mr. Brant. Mr. Clarke writes that the products of the "44" Cigar Company are showing great gains all over the State of Illinois.

The "Valle-Grande" cigar, made by the Lubetsky-Kleiner Company, of Grand Rapids, Mich., is being jobbed through Eastern Michigan by the T. H. Perry Company, of Detroit, who are also representatives for the "La Saramita" brand, made by the Shields-Wertheim Company, of Cleveland. This latter brand, by the way, is being displayed very attractively this week at the company's store known as the Broadway Smokeshop, which sells at retail only.

Mel Soper, of the Soper Cigar Store, Detroit, states that February was a better month than the same period last year. While the main store at Fort and Griswold Streets is going ahead most satisfactorily, the lobby stand is showing even better gains.

Joseph A. Izzo has engaged in the cigar and tobacco business at 127 South Washington Avenue, Saginaw, Mich.

Harry Walsh, 102 West Main Street, Owosso, Mich., has sold his stock of cigars and tobacco, as well as his lease on the store, to William Juhl, a local cigar manufacturer.

George Meigs, general representative of the Sanchez y Haya factory, writes to friends in Detroit that he is having a very enjoyable trip on the Pacific Coast, where he is combining business with pleasure. He is taking in the Panama-Pacific Exposition, and of course taking orders for "Sanchez y Haya" cigars wherever possible.

Los Angeles Notes

Los Angeles, March 6th.

IKE WENTWORTH, representing E. M. Schwarz & Company, of New York, N. Y., and Jose Lovera Company, of Tampa, Fla., was elected December 20, 1914, and crowned February 12, 1915, Monarch of the Glen, at the Inauguration Dinner of the Benevolent Protective Order of Elks No. 99, Los Angeles, Cal. This attests to his being the most popular personage among the Elks, as well as the business sphere in Los Angeles.

IKE WENTWORTH

With the avowed purpose of combating the United Cigar Stores Company, capitalized at several millions, over 100 dealers of Los Angeles have organized a protective association and elected officers whose names will be kept secret for business reasons. Independent cigar dealers in San Francisco, Sacramento, Oakland, Stockton, San Diego and other California cities, it is reported, will join the local tobacconists.

Mr. Glenn, of the Seidenberg Company, is here calling on the jobbers in the interests of the "El Roi-Tan" cigar. George Yocum is here making the Klingenstein Company his headquarters while working on "Y-B" and "Spana Cuba." Louis Erdt is here in the interests of "Milo" and "Melachrino" cigarettes. He is calling on the Klingenstein Company, which firm reports "Cinco" and "Sam Friend" as moving very fast.

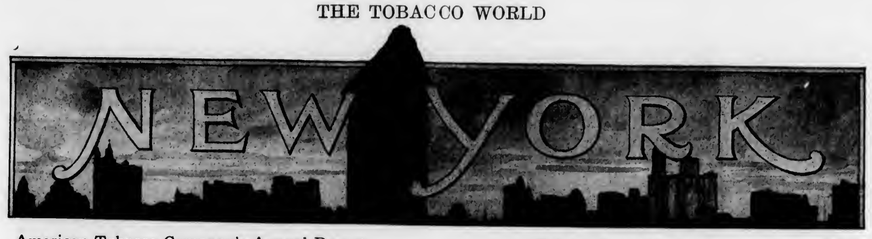
A few callers on the Klingenstein Company the past week were C. W. McCormick, of Pendas & Alvarez; Marc A. Brunner, of E. Regensburg & Sons; Charles Kimble, American-West Indies Cigar Company, manufacturers of the "El Proviso" brand, handled and distributed by the above firm.

We had the pleasure of a visit from Perry Bland and Sig C. Mayer, of the well-known Philadelphia factory of Sig C. Mayer & Company.

I. Mayer, of Jeitles & Blumenthal, of Philadelphia, was also a recent visitor here. His big accounts are with E. M. Harris & Company and the Soper Segar Store.

The "Lozano" brand is having a big sale at present in Detroit, as compared to a few years ago. Ben Lesser is, of course, largely responsible for this, but likewise is credit due to Lee & Cady, who are now State distributors for this brand. They have done a great deal in stimulating the sale of this brand by opening up many new accounts. The "Lozano" is being sold in many sizes at the New Hotel Statler, Detroit. The Hotel Pontchartrain cigar stand also carries the brand in a number of sizes.

Thornburg.



American Tobacco Company's Annual Report

The annual report of the American Tobacco Company for the year 1914 shows total sales of $69,339,083, against $69,516,932 in 1913. After deducting preferred dividends, there was a balance of $8,467,942. This is equal to 21.04 per cent. on the $40,242,400 common stock, against 28.12 per cent. earned on the same stock in 1913, 30.42 per cent. in 1912 and 64.7 per cent. in 1911.

Interests connected with the company explained that although the amount earned on the common stock during 1914 was smaller than in 1913, the actual tobacco business of the company was greater. Net earnings on strictly tobacco sales amounted to $9,045,046, against $8,755,709 in the previous fiscal year. The reason for the decline in the net applicable to the common stock is said to be due to the decrease in the dividends received from the companies part of whose stock is owned by the American Tobacco Company and which are engaged in the manufacture of tobacco accessories and, secondly, to the loss of income from such companies as the Imperial Tobacco Company, whose stock was distributed during the year among the American Tobacco Company common stockholders in compliance with the decree of the United States Supreme Court in the tobacco case.

At the annual meeting of stockholders held recently the retiring directors were re-elected.

The detailed income account compares as follows:

	1914.	1913.
Total sales	$69,339,083	$69,516,932
Net earnings	9,045,046	8,755,709
Dividends from companies part of whose stock is owned	1,756,773	3,368,862
Interest on loans, etc.	385,087	699,175
*Miscellaneous income	650,025	1,897,891
Total income	$11,836,930	$14,721,638
Interest on bonds	203,316	232,103
Balance	$11,633,614	$14,489,535
Preferred dividends	3,165,672	3,171,458
Balance	$8,467,942	$11,318,076
Common dividends	8,048,480	8,048,080
Balance	$419,462	$3,269,596
Previous surplus	37,304,287	40,071,050
Total surplus	$37,723,749	$43,340,646
†Extra com. div. (cash)	.....	6,036,360
Imp. Tob. Co. distrib.	1,753,143	.....
Profit and loss surplus	$35,970,606	$37,304,287

*Income from sundry other sources, including income from securities which, under decree of court, have been sold or distributed, profit from those sold, and income from securities of Liggett & Myers Tobacco Company and P. Lorillard Company held for the account of this company pending exchange as ordered by court.

†Paid from cash realized from depreciation of securities ordered by courts.

Tabard Cigarette Company in Trouble

JAMES A. COOK, who was the manager of the Tabard Cigarette and Tobacco Company, whose place of business is at 489 Fifth Avenue, filed a judgment against that concern in the New York County Clerk's Office, on Friday last, for the sum of $6844.

This would seem to mark the passing of the much advertised cigarette business which was established here about eighteen months ago by Sir Ernest Shackleton, the Antarctic explorer. Mr. Shackleton conducted the Tabard Cigarette Company in London and made quite a success of the brand. After his return from the South Pole, his lectures in the United States brought him into such prominence that he decided to open a cigarette factory in New York. The brand started off well for several months, due, perhaps, to the explorer's pushing, but the old fever came into Sir Ernest's veins and he is now in the southernmost part of the globe, on a new expedition to cross the Antarctic Continent.

Philip Morris & Company to Enter New Location

Philip Morris & Company, London and New York, manufacturers of "Philip Morris" and "Unis" cigarettes, announce to the trade that they have just completed arrangements whereby they have leased the large seven-story structure at the northwest corner of Fifth Avenue and Thirteenth Street, New York City. Ample facilities will be afforded by the new quarters, which are 51 feet by 100 feet in size. It is expected that the installation of all departments in the new location will have been accomplished by April 15th.

Harlem Tobacco Company Files Petition

The following creditors recently filed a petition in bankruptcy against Philip W. Straus, trading as the Harlem Tobacco Company, 917 Brooks Avenue, New York City: The Metropolitan Tobacco Company, $564; Stephano Brothers, Incorporated, $88, and the Surbrug Company, $23. Assignment was made to Edward C. Weinrib. The assignee was a jobber in tobacco products.

Starlight Brothers, Incorporated, Newest Firm

Among the recently incorporated firms in Albany is that of Starlight Brothers, Incorporated. They have a capitalization of $100,000 and will manufacture cigars, smokers' supplies, accessories, etc. The incorporators are E. Starlight, M. E. Starlight, Hotel Majestic, M. Starlight, Hotel Savoy.

Imported Cigars Take Jump in Price

As the result of the disastrous failure of the new Cuban crop, the manufacturers of the brands of Henry Clay and Bock & Company, Limited, recently sent to their distributors a new schedule calling for increased prices on the company's products. The new prices will be put into effect by the distributors on April 1st, and it is thought will disclose an increase of from 3 per cent. to 5 per cent. on the majority of the goods.

Beginning May 1st, the McKee Cigar Company, Wheeling, W. Va., will handle "Reynaldo" cigars in seven sizes.

"John Ruskin" Brand Has Profit-Sharing Feature

"John Ruskin" cigars, made in Newark, N. J., by the I. Lewis Cigar Manufacturing Company, are enjoying a tremendous sale all over the United States. Dealers report the brand is very popular, that their customers take to this big cigar quickly and is a great repeater.

The latest innovation by this firm is the attachment of a profit-sharing voucher to the band of every "John Ruskin" cigar. A 52-page, beautifully illustrated profit-sharing catalogue has recently been issued by the Lewis Company, showing nearly 1600 useful articles which can be redeemed for their vouchers. Catalogues are sent free on request.

The above is an illustration of one of a great many window displays of the "John Ruskin" cigar. Mr. Samelson and Mr. Courtney Lewis were caught by the camera man in front of Mr. Samelson's Main Street store, Memphis, Tenn. From left to right, Mr. Samelson, Mr. Lewis.

Wiedmann-St. Louis Company Busy

The Wiedmann-St. Louis Cigar Box Company, of St. Louis, reports that business is moving very satisfactorily with them and that every indication points to better business in 1915.

This firm enjoys a reputation with its clients for its superior products and quality workmanship. In the Middle West Wiedmann-St. Louis packages are much in evidence. They have produced a number of unique packages which have had a heavy call, and they state that they are at all times ready to submit designs and suggestions for any kind of packages or labels relative to the cigar and tobacco industry.

S. L. Reid, the St. Louis manager, reports a steady stream of orders from both old and new customers. Firms will do well to write this company for prices before placing orders.

No Shortage of Cigarette Paper

Those manufacturers of high-class cigarettes, who may have been annoyed at the probability of a seeming shortage in the supply of imported cigarette papers, following a consideration of the situation which has arisen across the water, may cease all speculation and banish all disturbing elements. Peter J. Schweitzer, sole American representative of the Papeteries de Kerisole and Du Combout, A. & R. Malmenayde & Company, Paris, who recently visited the factories of the company in France, numbering five, announces that all of them are running full time. Two of the factories are devoted exclusively to supplying the needs of the American trade. "There will be," said Mr. Schweitzer, "no shortage of paper, even though there may be no immediate prospect of the war ceasing." Mr. Schweitzer's office is located at 109 Broad Street, New York City.

A. Tietig & Son, Cincinnati, Ohio, announce that the O'Malley-Liddy Cigar Company, Kansas City, have taken on the distribution of their "Dave Warfield" cigar.

Philadelphia Notes

Harry Boston, of the Demuth Pipe Company, was in this city last week.

Sig Mayer & Company have one of the busiest factories in town just now. "Rey-Oma" and "Rey Oma Ponies" are in heavy demand.

"Quaker Pure" cigars are in big demand with T. H. Hart & Company. This five-cent perfecto has won a large following throughout the country.

H. B. Grauley reports a splendid run of orders on his "Golden Rule" five-cent cigar. A number of new accounts have recently been opened with this brand in the South and Middle West.

"Stratford" cigars, manufactured by the El Draco Cigar Manufacturing Company, are well placed throughout Ohio and Michigan, according to office reports. The Watson Company handles this cigar in Detroit.

Frishmuth Brothers state that the orders on their "Rainbow" brand of smoking and chewing are very satisfactory. The newspaper campaign which has been running on this tobacco has given quite an impetus to the sales in some localities.

P. C. Fulweiler & Brother Company continue to have a good run of orders on their "Lew Wallace" and other brands. This firm manufactures a high-grade cigar for clubs and cafes which has been well received by smokers of this class of goods.

Perfecto Garcia & Bros. in New Home

The new factory at 16th Street and 18th Avenue, Ybor City

Perfecto Garcia & Brothers' New Factory

DURING the past few weeks, Perfecto Garcia & Brothers have occupied one of the handsomest and finest equipped cigar factories in Tampa, which was specially constructed for their business.

The new plant is located in Ybor City, at the corner of Sixteenth Street and Eighteenth Avenue, and is most accessible, being within a few steps on the car line.

The building is of brick with stone trimmings, 140 feet long and 50 feet wide, three stories and basement.

Every innovation in cigar factory construction has been introduced, and the plant is up to the minute.

Every precaution for the safety and comfort of the operatives has been carefully taken. A sprinkling system is installed throughout, and a fine artesian well provides adequate water supply.

Perfecto Garcia & Brothers were organized about ten years ago, and from a modest beginning have built up their business to an important place on the rolls of the Tampa cigar industry. The members of the firm include Perfecto Garcia, Angel Garcia and Jose Garcia. Manuel Garcia is in charge of the manufacturing end.

The firm's brands include the popular "Perfecto Garcia & Brothers'" clear Havana cigars, "La Amita," "Perla del Mar" and "Amor y Zebo."

Jose Garcia, of the firm, who looks after the selling end of the business, with headquarters in Chicago, made his first visit to the new factory on March 2nd. He only stayed in Tampa a few days, and left for an extended trip.

"Whip" and "Queed" Both Selling Big

The Patterson Brothers Tobacco Company have about doubled up their capacity recently to take care of increased business on their widely distributed brands of "Whip" and "Queed." These two brands are keeping right abreast of each other in point of sales.

This company has recently brought out a new panatela package, which they have branded "Life Panatelas," and these little smokes, packed in a cardboard carton and retailing seven for fifteen cents, are a revelation to consumers of this class of goods.

Alfred Duerr Now With F. H. Beltz

Alfred Duerr, formerly with George L. Storm & Company, has recently been added to the force of F. H. Beltz, the well-known cigar manufacturer of Schwenksville, Pa. Mr. Duerr is at present doing some special work for J. A. Eberts & Company, of Bethlehem, Pa. This firm is the distributor for the "Autocrat" and "Hi Vulto" brands of the Beltz factory. Mr. Duerr will regularly cover the New England States and New York.

J. A. McHale has produced some excellent results on the "Autocrat" brand in Texas.

R. T. Beltz has returned from an extended trip through the South and reports that business is showing a great improvement. The factory has been quite busy since the first of the year and is now compelled to work overtime in order to meet the demand for their leading brands. Mr. Beltz reports that January and February outputs were the largest in the history of the firm.

Tampa

First Two Months Set Record Mark for E. Regensburg & Sons—Celestino Lopez Visits "Tadema" Factory—Jose Garcia a Recent Visitor—Annual Meeting of Tampa-Cuba Company

Tampa, Fla., March 10th.

BUSINESS conditions here are in a more healthy shape, speaking broadly, than for some weeks past. This does not mean that there has been any great influx of orders or that the shipments have shown a heavy increase, but most of the manufacturers seem to have felt the first throbbing of a change in the tide, and this fact has lent much encouragement to the general situation. Some manufacturers report a nice increase in mail orders from territory over which their travelers have only recently gone without success, and this seems a good omen.

Jerome Regensburg, of E. Regensburg & Sons, tells me that their business for January and February bulked larger than any two months for seven years past and that March was keeping right up to the record. He backed his statement with the order files, and expressed his belief that 1915 would prove a big year with his house, despite any adverse conditions.

Celestino Lopez, of Arguelles Brothers & Lopez, has been here for ten days past looking over things at the "Tadema" factory. Mr. Lopez brought his family South with him and they will probably stay the month out before returning to New York. Mr. Arguelles, of the firm, is expected back in a few days from a quick Cuban trip.

Corral, Wodiska & Company have a comfortable line of orders on hand for their popular "Julia Marlowe" brand, which have come in recently from Edward Wodiska, who is now in the Middle West. D. Corral returned last week from Cuba.

J. R. Burns, the widely known cigar man, who has been operating the J. R. B. Cigar Company here, has formed an alliance with Andreas Diaz & Company, and their manufacturing interests have been merged into the Diaz factory, though the ownership of the two concerns remains as at present. Mr. Burns and Mr. Diaz will in future, however, work together in the interests of both concerns.

Sol Gans, of Max Gans & Sons, New York, has been here for two weeks, and has taken some interesting orders on their fine showing in Connecticut shade-grown tobacco. Mr. Gans made a brief trip to Key West last week with substantial results.

Jose Garcia, of Perfecto Garcia & Brothers, who headquarters in Chicago, made a brief visit to Tampa last Wednesday, to get his first glimpse of the company's new factory. He only stayed two days and then started off for a Western trip which will take him out to Denver.

The annual meeting of the Tampa-Cuba Cigar Company, held last month, developed that the company had enjoyed a very fine business for the twelve months past, which resulted in the declaration of a 50 per cent. stock dividend for the shareholders. The capital stock of the corporation has been increased to $500,000.

The old board of officers were re-elected, including H. B. Guilford, of Rochester, N. Y., as president, and Ernest Berger, secretary and treasurer and general manager.

To the board of directors of the Tampa-Cuba have been added Messrs. S. A. Eckstein, of Milwaukee; D. G. Wise, of Atlanta, and Ira P. Clark, Nashville.

The "Charles the Great" factory of Salvador Rodriguez is comfortably engaged on a fair lot of orders for their sterling old brand. Mr. Rodriguez is one of the old school manufacturers of which Tampa is proud, and the quality of his cigars is only gauged by the excellence of the finest tobacco grown in Cuba.

F. Lozano, Son & Company state that their business showing for the months of February and January was fully a quarter better than that of last year, and that the month of March is going even better than the two months previous. The "F. Lozano" brand has a splendid duplicating reputation with all the dealers who handle them.

G. A. Rian and Mr. Villazon, of the Quiros, Villazon & Company factory, came in from Chicago last Sunday. This house makes the "Rotary Club" brand, which is finding favor with many Rotarians, and through their Omaha distributors, the Richardson Drug Company, they have just received a neat order for these goods to go on all the Union Pacific trains from Omaha, West to the Coast. Mr. Rian expects to remain here for two weeks.

Pedro Meir, who was first assistant to the late Juan Mendez, superintendent of the Bustillo Brothers & Diaz factory, has been placed in charge of the factory by President Joseph M. Diaz, of the Preferred Havana Cigar Company.

Frank R. Diaz, of V. Guerra, Diaz & Company, was indisposed for a few days last week, but left last Sunday night for a quick trip to Havana which he had planned to make several weeks ago. "La Megas" are holding their own in all sections of the country and were featured a few days ago at the big Republican Club dinner in New York City, being the only domestic brand of clear Havana cigars served the guests.

E. B. Embry, president of the Embry Tobacco Company, of Quincy, Fla., reached here on Monday with a line of his company's new packing in Florida shade-grown tobaccos. He expects to remain for about a week.

M. Abrams & Company, the leaf tobacco dealers, of 109 Fortune Street, have recently gone into cigar manufacture and have placed the "Cinimo" brand on the market, on which they have taken some good initial orders.

Charles Goldsmith, of A. Wahnish & Sons Company, the growers and packers of Florida tobacco and general jobbers of Havana and domestic leaf, tell me that their business is most satisfactory, and that hosts of Tampa manufacturers are giving them a fine trade. The firm brand their tobaccos as "Wasoco" and issue a semi-monthly partial price list which gives some interesting data on their offerings.

A. Wahnish, head of the firm, leaves in a few days for an extended trip North to New York, via Chicago.

A. L. Cuesta, of Cuesta-Rey Company, will leave here next Saturday for his home in Atlanta, where he will take in the season of the Metropolitan Opera Company in Atlanta and then go on an extended Western trip out to the Panama Exposition in San Francisco, where his firm has a most elaborate exhibit of clear Havana cigars.

There is much of gratification in the official figures given out by the Internal Revenue Office here as well as the Clearing House. These show that substantial gains were made last week in receipts as compared with the figures of the corresponding week of a year previous. Customhouse receipts for last week were $38,379 as against $28,735 for the same week last year, and internal revenue receipts were $19,804 as against $15,509 a year ago. As the cigar industry furnishes the major portion of these receipts, it gives the industry a much healthier look than many want to believe.

Claude Turner, the capable representative of Salvador Rodriguez, was in town for a few days last week and says that he has been getting some good orders on "Charles the Great" all over his territory. Mr. Turner left for New York on Tuesday and will make brief stops at Savannah, Charleston and Richmond.

Perfecto.

Mitchell, Fletcher & Company's Fiftieth Anniversary

MITCHELL, FLETCHER & COMPANY, importing grocers, with four stores in this city and one in Atlantic City, and who are large distributors of cigars and cigarettes, held the fiftieth anniversary of the founding of the business on March 11th.

William Bullock, head of the cigar department at the Twelfth and Chestnut Streets store, has been in the employ of the company for twenty-nine years, and took an active part in arranging the golden anniversary event.

At a dinner, dance and entertainment given at the Roosevelt, Henry F. Mitchell, president of the company, told how Mr. Mitchell and Mr. Fletcher opened the first store, on February 4, 1865, with one salesman, Thomas C. Fluke; an errand boy, Michael Murray, and a delivery wagon. And he described the company's growth to its present size, with three stores in Philadelphia and one in Atlantic City. Mrs. Charles Mitchell and Mrs. George A. Fletcher, widows of the two founders, were present.

S. C. Jeitles Finds Firm's Goods in Lead

Samuel C. Jeitles, of Jeitles & Blumenthal, Limited, 119 South Eleventh Street, left last week for a trip to the jobbing accounts of this firm located in the Middle West. The factory is running on full time and full handed schedule in order to keep pace with the demand for the brands manufactured by this firm. "Statesmen," "Flor de Jeitles," "Tungsten" and "Masterpiece" are in constant demand.

"La Commenda" Brand in New Packages

The success of the "La Commenda," a private brand recently marketed by the cigar departments of the Finley Acker Company, has led to the introduction of two new package sizes.

The "Midgets" size sells for twenty-five cents for a package of ten, and the "Petit" size sells for thirty-five cents for a package of ten. This brand is now sold in seven sizes aside from the packages, and is having wonderful sales.

Sterner Store Changes Owners

Irwin Deitrich, formerly located on South Broad Street, is occupying the premises at Eleventh and Walnut Streets, which was formerly one of the stores owned by Charles K. Sterner.

Mr. Deitrich has not yet received all the shipments ordered, but by the end of this week will announce his formal opening, with a full line of domestic, Tampa-made and Havana cigars.

In addition to all the popular cigars, a full line of cigarettes, pipes and smokers' articles will be found, as well as the popular brands of chewing and smoking tobaccos.

Yahn & McDonnell Placing "Reynaldos"

ROBERT ELLIS, sales manager for Luckett, Luchs & Lipscomb, is aiding Yahn & McDonnell in the campaign which is being made by this firm on "Reynaldo" cigars throughout the leading clubs, hotels and cafes and in the financial and commercial centres of the city.

This campaign will be carried out on systematic lines, until the entire city has been covered.

The retail stores owned by Yahn & McDonnell are featuring the "Reynaldo" with very gratifying results.

"44" Holds Own in South

In consequence of the adequate support rendered by the Superior, Wis., distributor, the "44" cigar is making good headway in that section.

So steady is the influx of orders from the State of Texas that the "44's" prominence is indeed gratifying to the company.

The country in and about Seattle, Washington, is growing richer in distribution where the loyal "44" cigar distributor has demonstrated his efficiency.

Notwithstanding the unfavorable conditions in the Southern States, the "44" Company feel that they are holding their own with distributors in Gadsden, Sylacauga and Opelika, Ala.

Yocum Brothers Factory in Reading Sold

The five-story brick cigar factory owned by Yocum Brothers, manufacturers of the famous "Y-B" cigar, in Reading, Pa., was sold recently to Clinton F. Earl for a sum reported to be $40,000. The building will be used as a warehouse by the new owner.

Members of the firm of Yocum Brothers announce that the firm will locate a factory in another part of the city. Only a few months ago the factory was partially gutted by a disastrous fire.

The increasing demand for "Havana Blunts," distributed throughout local territory by Yahn & McDonnell, has reached a point where it has become difficult to fill orders as promptly as heretofore. These cigars are Tampa-made and have met with distinct approval.

Henry A. Voice, representing the widely known firm of Pasbach-Voice Lithographic Company, was a recent visitor in Philadelphia. Mr. Voice reports that as a result of the war they have secured some excellent new accounts and that business with them is very satisfactory.

The Cuban Market

From Our
Exclvsive Bureau
74 Virtudes

Havana, Cuba.

Havana, March 9th.

BUSINESS during the second half of February has fallen off somewhat, chiefly on account of there being fewer buyers in our market, although the total of the sales during that period has been still quite respectable. The position of the market has not changed to any extent, as the chances of harvesting any larger quantity of leaf have not improved, although the weather has been more seasonable of late. If the rainy season should not set in until June, then there might be a chance that the tobacco planted in February could increase the quantity somewhat, but even in this case the increase could not affect the total crop materially, and besides there is hardly any chance that the rains should be delayed as long as the month of June, as the usual period is from the middle of April to the middle of May.

Stocks in first hands have decreased only slightly up to now, but as the receipts from the country are bound to become smaller henceforth, with a good steady demand from the United States, we ought to see a more marked decline in the future. The low grades of Vuelta Abajo and Remedios have been most called for, so that now the stocks are reduced to a minimum, and there remain the clean fillers of all the different kinds of leaf. Wrappers naturally are the scarcest article in our market, but as one manufacturer was saying, that there has never been a time, when for want of wrappers the cigar industry has come to a standstill. We presume, that in case of urgent necessity, large filler leaves are pressed into service as wrappers, which under ordinary conditions were never thought of to be used for anything but fillers. As our own cigar industry has been reduced to about one-third of its output on account of the European war, and our manufacturers have enough wrappers on hand, the scarcity does not affect them. The American cigar manufacturers of clear Havana cigars may also have enough wrappers on hand, or otherwise they can use substitutes in case of need.

Sales during the second half of February totaled 16,575 bales, which represented: Vuelta Abajo and Semi-Vuelta, 4046; Partido, 1159; Remedios, 10,566, and Oriente, 804 bales.

Buyers were: Americans, 10,230; exporters to Europe, 1485; shippers to South America, 355; to the Canary Islands, 170, and our local manufacturers of cigars and cigarettes, 1335 bales.

Exports of leaf tobacco from the port of Havana, from February 15th to February 27th inclusive, totaled 14,503 bales, which were distributed to the following countries, viz.: To all ports of the United States, 9348; to the Netherlands, 3597; to Spain, 988; to the Canary Islands, 170; to the Argentine Republic, 355, and to Australia, 45 bales.

Receipts of Leaf Tobacco From the Country

For two weeks ending Feb. 25, 1915.			Since Jan. 1, 1915.	
Vuelta Abajo	5,685	bales	19,938	bales
Semi-Vuelta	314	"	1,646	"
Partido	325	"	1,039	"
Remedios	7,323	"	46,092	"
Oriente	904	"	6,559	"
Total	14,551	"	75,274	"

Buyers of Leaf Tobacco That Come and Go.

Arrivals—From New York: Emil Klein, of E. M. Schwarz & Company; Paul Hirschhorn, president, and M. Hutchinson, buyer of leaf tobacco, of the United Cigar Manufacturers' Company; Alfred Esberg, of M. A. Gunst & Company; David Simerman, of David Simerman; E. H. Smith, of Hinsdale, Smith & Company, also with a stripping factory in Havana.

From Tampa: Jose Lovera, of the Jose Lovera Company; Manuel Corral, of Corral, Wodiska & Company; Celestino Lopez and Facundo Arguelles, of Arguelles, Lopez & Brother Juan Gonzalez, of Sanchez & Haya; A. M. Pendas, of Y. Pendas y Alvarez; and Enrique Pendas, manager of the three factories of the Havana-American Company.

From Chicago: Gustave Muller, of Gustave Muller & Company.

From Philadelphia: John N. Kolb, president of the Theobald & Oppenheimer Company.

From Albany, N. Y.: William Van Slyke, of Van Slyke & Horton, manufacturers of the renowned "Peter Schuyler" cigars.

Returned: Frank Strater, of H. H. Strater.

Cigar Importers—From New York: George W. Gibson, manager of the cigar department of the Stock Exchange Luncheon Club.

Departures—To New York: Joseph Mendelsohn, Louis Bornemann, Richard Sichel, Dionisio Hevia, Emil Klein, Marco Fleischman, Eugenio Lopez, Manolo Rodriguez, Robert E. Lane, accompanied by his daughter, Miss Lane; Paul Hirschhorn and Alfred Esberg.

To Chicago: Abe Landfield, Matt and Arthur Wengler.

To Tampa: Jose Lovera, Manuel Corral, Celestino Lopez and Bernabe Diaz.

To Boston: Mr. and Mrs. W. N. Fisher, C. J. Joel and J. E. A. Blaise.

To Key West: Jaime Pendas.

Cigars

As per the following statistics of our cigar imports, from the port of Havana for the month of February, it can readily be seen that our cigar industry continues to suffer terribly from the effects of the European war, as the decrease every month shows a steady decline since the outbreak of the conflagration, although perhaps we ought to be thankful that the exports to Great Britain and France have not stopped altogether. As far as Germany has been concerned, there have been a few shipments to the neutral countries, such as the Netherlands and Denmark, but they are only a drop in the bucket and possibly may cease altogether in the future, owing to the high freights, war risks and the extremely low rates of exchange.

Exports from Feb. 1 to Feb. 28, 1914, were	13,487,995	cigars
Exports from Feb. 1 to Feb. 27, 1915, were	8,042,550	"
Decrease during month of Feb., 1915,	5,445,445	"

Decreases by countries above 30,000 cigars, during the month of February, 1915, as compared with the previous year, were:

Great Britain	1,625,800	cigars
Spain	860,950	"
France	761,200	"
Germany	731,190	"
Australia	529,600	"
Canada	481,723	"
United States	438,209	"
Chile	115,022	"
Belgium	46,924	"
Austria	43,500	"
French Africa	33,250	"
Canary Islands	30,850	"
Total	5,698,218	"

Increases by countries above 30,000 cigars, during the month of February, 1915, as compared with the previous year, were:

Netherlands	126,275	cigars
Denmark	107,050	"
Portugal	41,720	"
Total	275,045	"

Exports from Jan. 1 to Feb. 28, 1914,	24,995,439	cigars
Exports from Jan. 1 to Feb. 27, 1915,	13,261,836	"
Decrease during first 2 months of 1915,	11,733,603	"

The nine principal consuming countries, over one million cigars per year, show the following decreases during the first two months of this year, as compared with 1914:

Great Britain	4,307,303	cigars
France	**1,931,050**	"
Germany	1,448,489	"
Spain	1,117,275	"
United States	1,023,956	"
Australia	662,024	"
Canada	649,873	"
Chile	288,744	"
Argentine Republic	12,433	"
Total	11,441,147	"

Romeo y Julieta continues to be at the head of our busy factories, and we have learned from a good source that the owners have secured around one thousand bales of the finest vegas of Vuelta Abajo to be found in our market.

H. Upmann & Company are working normally under the present circumstances, receiving orders all the time from the chief countries.

Partagas continues to work steadily, even if the orders are neither very large nor in the majority of the finer sizes. Mr. Robert E. Lane left on the 27th ulto. and has buckled on the armor again, under the battle cry, "Partagas forever, and nothing superior."

Sol and La Devesa de Murias is relatively busy, although Don Carlos Behrens, the senior partner, admits that the factory would be glad to be favored with more orders.

Most of our other factories are working very slowly, and had nothing of interest to communicate.

Leaf Tobacco

Sobrinos de A. Gonzalez sold 4015 bales of leaf tobacco of all kinds during the month of February.

Marco Fleischman, of S. Rossin & Sons, of New York, has been the heaviest buyer of our leaf, aggregating 5993 bales during his stay in our town.

Jose C. Puente & Company were sellers of 1513 bales of Remedios and Partido during the past fortnight.

C. J. Joel & Company, of Boston, invested in 2416 bales of the finest escogidas of Santa Clara, as well as very choice vegas of Vuelta Abajo.

Rodriguez, Menendez & Company sold 625 bales of Vuelta Abajo and Partido leaf.

John N. Kolb, the president of the Theobald & Oppenheimer Company, of Philadelphia, selected 1557 bales of the very best Santa Clara escogidas, as well as of the cream of heavy bodied Vuelta Abajo vegas, in order to keep up the standard of their celebrated "Toco" cigars and "William Penn."

Manuel Muniz, of Muniz Hermanos, returned by the steamship "Alfonso XII," from his vacation in Spain, and now his brother Hilario is going for a rest to Spain, on the 20th inst.

Some of the important sellers were: Aixala & Company, 914; Jose Diaz Longo, 739; Gonzalez & Benitez, 734; Jose F. Rocha, 558; Diaz, Herrera & Company, 513; Muniz Hermanos, 500; Gutierrez & Foyo, 475; Selgas & Company, 400, and Camejo & La Paz, 379 bales.

Of important buyers, we have heard of the following firms: J. F. Berndes & Company, 2178; Carlos Arnoldson & Company, 1154; the Spanish Regie, 988; Rothschild Sons & Company and Julius Fernbach, together 798; Walter Sutter & Company, 959 bales, and other buyers, who made some good sized purchases, but whose quantity we could not exactly ascertain, were: Mendelsohn, Bornemann & Company, Wengler & Mandell, B. Rosenbluth and Cuesta, Rey & Company.

Leslie Pantin, according to our information, shall have slightly exceeded in purchasing 3000 bales for account of his customers, during the month of February.

Exporters of leaf tobacco from the port of Havana, exceeding 200 bales during the second fortnight of February, were:

Virgilio Suarez	1,777	bales
J. F. Berndes & Company	1,667	"
Leslie Pantin	1,225	"
Carlos Arnoldson & Company	1,154	"
Sobrinos de A. Gonzalez	1,023	"
Maximilian Stern	967	"
Adolfo Moeller	789	"
Perez, Capin & Company	740	"
Manuel Suarez	649	"
Luis F. de Cardenas	600	"
I. Kaffenburgh & Sons	488	"
Jose Suarez & Company	304	"
Sidney Rothschild	303	"
Mark A. Pollack	258	"
Hinsdale, Smith & Company	252	"
Jose F. Rocha	232	"

Oretaniv.

Chicago

J. B. Moos to Build on New Property—Big Building Boom Hits City—Thorwalt & Roehling Add "El Rajah" Brand—Manufacturers of "Cyrilla" Cigar to Occupy New Factory

Chicago, March 10th.

THE past two weeks in the local cigar and tobacco field have been characterized by a great deal of activity in several directions. Among the Loop dealers numerous changes are recorded. New stores are being leased, and there is a grand scramble for the best locations. The jobbers of cigars and leaf tobacco are well pleased over the situation, which they declare is most promising for the spring trade.

A deal which will influence the cigar business in the northern part of the Loop district was made last week when the Best & Russell Company leased the store at 137 North Clark Street, in the City Hall Square Building, from the John R. Thompson Company, the well-known restaurant corporation. The lease runs for a term of ten years at an aggregate rental of $60,000. The store was formerly occupied by John J. Dolan, who recently made an assignment. The Best & Russell Company purchased the fixtures as well as the space. This makes twenty-six stores in the Loop district for this enterprising concern. The new store will get a large amount of theatrical trade, as it is located in the heart of the downtown playhouse district.

Of much interest as bearing on the low cost of building is the announcement that J. B. Moos has decided to build an entirely new building on the property at the northeast corner of Harrison Street and Fifth Avenue, which he recently purchased. Mr. Moos had originally intended to remodel the building now located on the site. Mr. Moos found that the cost of erecting a new building would be little more than the cost of remodeling the old one, so of course, with his usual enterprise, he decided to follow the former plan. The cost will be about $40,000. The corner store has already been leased to the United Cigar Stores Company at a term rent of $24,000, and other leases will be closed in a few days which may involve more cigar interests.

G. W. Long has purchased the rights to the cigar stand in the Mallers Building, one of the leading skyscrapers of the city, located at Wabash Avenue and Madison Street. The rights were formerly held by John J. Dolan. Mr. Long managed the stand for Mr. Dolan for some time and is well acquainted with the people in the building, of whom there are several thousand. He has added several new brands, among which are "Henry Irving," "La Venga," "Robert Burns," "La Preferencia," "El Roi-Tan," "Tom Moore" and "Owl," the crackerjack five-cent seller of Best & Russell Company.

Julius Fernbach & Company, manufacturers of "Cyrilla" cigar, will move into the new factory which has been built for the firm at Indiana Avenue and Twenty-ninth Street, on the South Side, about May 1st. The new structure is modern in every respect, and has been built with the special idea in mind of housing a cigar factory.

Joseph M. Steele, of Landfield & Steele, is now with his wife in Cuba. They are seeing the sights on the island, and Mr. Landfield is transacting some business.

Thorwart & Roehling, the local distributors, have added the line of "El Rajah" cigars, which are made in both five- and ten-cent sizes. They are manufactured by Lubetsky Brothers & Kleiner.

Cigars or other merchandise will not be sold in subbasements, if a measure which is now before the City Council is allowed to pass. The ordinance has been proposed by Commissioner Young, of the City Health Department. He claims that it is dangerous to the public health to take people thirty feet or more below the level of the street to sell them goods.

Look at this, you merchants in other cities who think Chicago is dull! Exactly 232 building permits were issued by the City Building Department last week at a total estimated at $1,511,100. During the corresponding week a year ago only 140 permits were issued. Most of the permits are for large buildings, many of them stores, which will handle cigars and tobacco, and add to the revenue of the trade.

Leopold & Mergentheim, who conduct a cigar store at the corner of Washington and La Salle Streets, in the Loop district, had possibly the best window display of the past two weeks. "Tareyton" cigarettes and "Serene Mixture" were featured. They are put out by the Falk Tobacco Company. In the cigar line, "Kingdale" Havana cigars, manufactured by Charles S. Morris & Company, were shown.

Cigar salesmen will regret the death of James Dunne, one of the veteran cigar stand dealers of the city. Mr. Dunne has conducted newsstands at railroad depots around Chicago for many years, and knew all the salesmen from whom he bought as heavily as the demands of his business warranted.

Jacob Berolzheim, the well-known cigar dealer of this city, is enjoying the warm breezes from the Gulf of Mexico at present, having gone South with his wife for a few weeks.

Edward H. Morgan is a new salesman for W. D. Algeo, a manufacturer of cigars here. He has city territory. Mr. Morgan is well known to the trade here, having been formerly connected with several houses in various capacities.

D. Levin, Western representative for I. B. Krinsky, has opened up a vigorous campaign on the "Concord" plain tip Turkish cigarette, which sells five cents for a package of ten. The brand is being successfully placed with the trade here, and judging from the way the cigarettes are taking with the consumer, the package promises to be a favorite.

The cigar or tobacco merchant who makes a false statement regarding his financial condition for the purpose of securing credit can be fined $2000 and put in prison for two years, if a bill which is before the State Legislature is passed. The measure is directed at that class of merchants who may be known as professional bankrupts, and who try to secure all the credit they can a few weeks before going to the wall. The bill also contains a provision which makes the penalty apply if the firm making the statement failed within four months after giving a favorable report.

"Fatima" cigarette advertisements are beginning to appear all over the city, and it is apparent that this enterprising brand is to be pushed in Chicago in the usual manner this spring. The advertisements are original and look most effective.

Anton Kleiner, of Lubetsky Brothers & Kleiner, was among the visiting manufacturers last week.

Guy W. Whitcomb.

Compania Litografica Representative Visits Tampa

After spending some time at the factory of the Compania Litografica de la Habana, in Havana, Cuba, Garrett H. Smith, United States representative of this well-known lithographic house, recently visited the trade in Tampa and other cities on his way North. Mr. Smith reports that the cigar trade and general label users are taking a splendid interest in the beautiful work which this Havana firm is turning out.

Balbin Brothers, Incorporated

CHARTER under the State laws of Florida was issued on February 28th to Balbin Brothers, Incorporated, which new concern will carry on the cigar manufacturing business in Tampa formerly run by Balbin Brothers, who sold out their business a few weeks ago to a new company headed by E. Berger.

The new concern will continue in the making of clear Havana cigars in bond, featuring, as heretofore, the "Elisardo" and "Sire" brands, which are well known all over the United States.

Balbin Brothers, Incorporated, have an authorized capital of $50,000 and E. Berger is president.

They occupy a fine modern factory at Howard and Nassau Streets, West Tampa, and at present are remodeling it, installing a new sprinkler system and building an addition fifty feet in length.

The old business of Balbin Brothers has not been interrupted by the change in ownership, and J. H. Saxman, who covered the Pacific Coast for the old firm, continues as heretofore.

A. M. Goehring will call on the trade in the Middle West, with headquarters in Chicago, and Lewis Berger will look after New York and the Atlantic States, with New York headquarters at 79 East 131st Street, Manhattan.

J. J. Franz, with headquarters at 153 Hopkins Street, Atlanta, has the Balbin line in the South and Southeastern territory.

Cuesta-Greene

Angel L. Cuesta, Jr., son of A. L. Cuesta, head of the Cuesta-Rey factory, was married in Tampa on Sunday, February 28th, to Miss Loretta Greene, the accomplished and beautiful daughter of C. W. Greene, head of the prominent firm of ship chandlers of Tampa.

The ceremony was a quiet Lenten affair, and the young couple left immediately on the Mallory Line for a honeymoon trip to San Francisco by way of New Orleans.

Mr. Cuesta, Jr., is the worthy son of a very worthy father, and has been associated with Cuesta-Rey Company as a director for three years past, where he has displayed marked executive ability. He was the founder of the Cigar Factory Baseball League, which has proved immensely popular in Tampa.

The young man is a graduate of Merrivale College, in Tennessee.

Upon their return home, the young couple will occupy the Cuesta home at 800 South Willow Avenue.

Despite the fact that no invitations were issued for the wedding, the young folks received many magnificent bridal gifts from Tampa and other points. A. L. Cuesta, father of the groom, after much study over the wedding gift idea, finally selected a nice, clean white check and filled it out to the order of his son for five thousand dollars.

M. S. Huser to Open in Lima, Ohio

Martin S. Huser, for many years connected with the Wayne Tobacco Company, well-known jobbers of Ft. Wayne, Ind., has recently completed arrangements whereby he will go into business for himself in Lima, Ohio. A new automobile is being completed for the new venture of Mr. Huser's and emblazoned on the side of the car body will be the name, "The Lima Cigar and Tobacco Company."

C. E. Renfro has been appointed Kentucky representative of I. Lewis & Company, Newark, N. J. Mr. Renfro was formerly manager of the Louisville branch of the House of Crane.

Tampa Box Company's Package Perfect

NO industry in the city of Tampa holds a more deservedly important position than that of the Tampa Box Company, Incorporated, who supply the hosts of manufacturers of cigars with their boxes and supplies.

In addition to making a full line of standard shapes in cedar boxes, the Tampa Box Company are always alert to assist the manufacturers by producing novelty packages to stimulate sales. A glance at the photograph of their plant in Ybor City shown herewith indicates why the concern claims to have the largest and best equipped plant in the world. It's a big claim, but the plant is also mighty big.

TAMPA BOX COMPANY'S PLANT

In their page announcement elsewhere the Tampa Box Company direct attention to their recently introduced line of novelty boxes for packing five, ten and twenty-five cigars. These boxes are made in the various shapes as shown in the illustration, round, square, oblong and elliptical, and the goods can be put up in them in the most attractive manner. Cigars, when packed in these boxes, which are made of selected Cuban cedar, are airtight, dustproof and absolutely sanitary, and the goods retain their boquet in the finest manner possible.

Such concerns as Jose Lovera, of New York; E. Regensburg & Sons, Salvador Rodriguez, Niles & Moser Company, Jose Escalente & Company, Cuesta-Rey Company, are packing certain brands in these novelty boxes and heavy repeat orders indicate that the goods are selling with ease.

The Tampa Box Company can turn out orders on very short notice and they will gladly send samples and prices upon request.

President Henry Lieman, of the company, and R. A. Wilson, the treasurer, are both enthusiastic about these new packages, and Mr. Wilson said that no package of this kind had failed in any instance to result in stimulating business for the maker who utilized them.

Thousands of these boxes of various shapes are now on order to be sent from Tampa to New York, Chicago and other points.

President Hill Optimistic for Future

President Percival Hill, of the American Tobacco Company, was a recent visitor in Birmingham, Ala., where he paid a visit to R. D. Burnett, who represents the company in that district. Mr. Hill is spending the winter with his family in Augusta.

In commenting on business conditions Mr. Hill said:

"Business is getting better and we are very optimistic. We see no reason to suppose that the war will last very much longer and just as soon as the black clouds disappear there will certainly be visible the silver lining. Our company has been very successful for the past year, and we have no reasons to be other than very hopeful over the situation. I am very much inclined to believe that from this time on the situation will continue to improve until the old-time stride is achieved."

PRESIDENT DULA OF LIGGETT & MYERS SAYS PROSPECTS ARE ALLTOGETHER ENCOURAGING

Annual Report Shows Decrease in Profits—May be Due to Increase in Cost of Leaf and All Other Raw Materials —Competition More Severe

New York City.

At the recent annual meeting of the Liggett & Myers Tobacco Company, held in Jersey City, the report for the year ending December 31, 1914, showed a decrease in profits amounting to $1,077,505.

The directors have declared an extra dividend of 4 per cent. on the common stock payable April 1st. The retiring directors were re-elected.

President C. C. Dula was interviewed concerning the business of the past year and the outlook for 1915. He expressed himself as believing that the decrease in profits was due in some measure to the increase in the cost of leaf and of all other raw materials. He also stated that competition during 1914 had been unusually severe. The business of the company is in a most satisfactory condition, says President Dula.

During the interview President Dula said:

"Spaulding & Merrick, formerly a subsidiary of Liggett & Myers, has been converted into a branch of the Liggett & Myers Company. This company has an output of over 25,000,000 pounds of smoking tobacco annually, with a large modern factory, located in Chicago. Liggett & Myers Company, now has only two subsidiary companies—the John Bollman Company, manufacturers of cigarettes, at San Francisco, and the Pinkerton Tobacco Company, of Toledo. The Liggett & Myers Company and its subsidiaries now have plants located in the following cities: St. Louis, Chicago, New York, Richmond, Durham, N. C.; Philadelphia, Toledo, New Orleans and San Francisco. Decrease in earnings during the year 1914, as compared with 1913, is due primarily to the abnormal increase in the cost of leaf tobacco—both domestic and foreign—and practically all other raw materials. I am sure I am not making it too strong in saying that the competitive conditions in all branches of the business were more severe, if anything, during the year 1914 than ever before. The Liggett & Myers Company has held an increase in the volume of business, and the business, as a whole, is in a most satisfactory condition. Prospects for the coming year are altogether encouraging.

"A year ago stockholders authorized an issue of $7,376,100 additional 7 per cent. preferred stock, to be issued at such times and in such amounts as the directors might determine to be necessary. However, the financial affairs of the company are in such shape that it does not seem probable that the issuance of any new stock will be necessary in the near future. Our financial statement, which has just been sent to stockholders, shows that the Liggett & Myers Company had no bills payable on December 31st, and accounts payable were only $505,000. The total fixed charges of the company—interest on bonds and preferred stock—amount to $2,906,932, and four quarterly dividends of 3 per cent. as the regular rate on the common stock amount to $2,579,568, a total of $5,486,500. For two successive years the Liggett & Myers Company has paid an extra dividend on the common stock, and we have just announced another distribution of a like amount.

"The real estate, machinery and fixtures amount to $7,165,038, against which there is a reserve for depreciation amounting to $2,021,379. As a matter of fact, the real estate has appreciated in value, and I may state that the physical condition of all property is in better condition than ever before. Modern machinery has been installed, and everything in connection with the various manufacturing plants is kept up to date. The reserve for advertising, coupon redemption, etc., amounts to $3,434,861. This reserve takes care of all forms of advertising, and is an increase over the provision of the preceding year. The total reserves amount to $5,436,240."

The income account compares as follows:

	1914.	1913.
Total profits	$7,231,161	$8,308,666
Charges, etc.	1,839,987	1,848,936
Surplus	$5,391,174	$6,459,731
Preferred dividends	1,076,866	1,076,866
Balance	$4,314,308	$5,382,865
Common dividends	3,439,424	3,439,424
Balance	$874,884	$1,943,441
Previous surplus	7,746,491	5,803,050
Total surplus	$8,621,376	$7,746,491

Krinsky's "Concord" Cigarettes Big Sellers

The "Concord" union-made, five-cent cigarette, recently introduced by I. B. Krinsky, is meeting with great success, according to late reports from the factory. A feature of this cigarette is the fact that it is one of the few five-cent plain-tip Turkish cigarettes on the market. An additional feature of the "Concord" is the celluloid button which is attached to each package. Each button depicts a symbol of one of the nations now at war in Europe.

Mr. Krinsky states that they guarantee the "Concord" brand to contain a fine grade of Turkish tobacco, and they also call attention to the fact that they give valuable presents with covers saved from the boxes of this brand.

Among the recent additions to the shipping department of the Krinsky factory are automobile delivery trucks, one of which is shown in the illustration above.

The well-known "Cosmos" and "Fifth Avenue" brands of I. B. Krinsky are keeping up their steady growth. Samplers on these brands have worked up a considerable number of new smokers for these goods.

"4-0-9" Smoker Factory in Larger Quarters

The Tampa factory turning out the "4-0-9" smokers, has entirely outgrown its present quarters on Twenty-second Street, in Ybor City, and arrangements have been made to occupy larger quarters in the next few days. The concern has leased the old factory at Twenty-second and Livingston Streets, formerly occupied by Salvador Rodriguez, and the plant will be in operation there shortly. The "4-0-9" smokers, packed 250 in a box, have caught on with a rush all over the country; big orders have been shipped out West and in the New York territory.

RETAIL KINKLES

Catchy Schemes Used Successfully By Thinking Men To Improve, Enlarge and Popularize Their Business . . .

Were I possessed of the ability of a Demosthenes for public speaking, or the power of a Homer for writing, I would travel the length and breadth of this grand old U. S. A., preaching and teaching cigar and tobacco merchants, large and small, how absolutely necessary is co-operation.

The Power of Co-operation

This burst of would-be eloquence is due to an incident that came under my observation within the past fortnight, and which was food for much thought.

A merchant who bears an enviable reputation for being a live wire and on the lookout for means for increasing his prestige and standing, was persuaded to adopt a premium plan that was guaranteed as nearly as such things can be, to produce results.

Owing to illness, this dealer was compelled to be absent from his place of business for several days, and his chagrin and mortification can be imagined, when the clerks reported on his return that no one seemed to be interested in the new proposition.

Surely there was something wrong somewhere, and this dealer was not the type to sit idly by and let the business go without making an effort to locate the loss.

Being engaged in his private office with some business matters, a chance remark from his manager caught and held his attention. This remark was to the effect that "the premium was good enough, he supposed, but he didn't favor such schemes."

And right there was the dawning of a great light, for how could he expect success when his representative set the example of indifference so plainly apparent!

A heart to heart talk followed, with the result that this manager has seen many things in a new light, but time alone can tell whether this manager, like many other sales people behind the counters, has been cured or only helped. Whatever else you accomplish during the year 1915, be sure of co-operation from every one of your employees, from yourself to the errand boy, if you would mark a red letter year for the present one.

* * *

Probably the most unusual announcement that has come to our notice, and one which we believe will meet with the hearty support of the parents, is the one announced by a cigar and tobacco merchant in one of the smaller cities along the Atlantic seaboard.

A Travel Premium

To the girl and boy having the best average and conduct at the close of the current year, a visit to Washington, D. C., is promised, all expenses paid by the merchant, provided the father of the boy and girl can show a given number of cash register slips representing a given amount of goods purchased from the tobacconist.

This does not mean just a one-day trip, but stretched into a visit of sufficient length to enable a fair view of the sights of our nation's capital.

There are other rewards to be had for a lesser standing and a less number of slips, but the teachers at the public schools have reported an unusual amount of application, and incidentally, there are plans abroad for an especial excursion, in which the fathers and mothers are interested, as a reward for advancement and application at school.

Eons ago, when the writer was a boy, the advent of spring meant the resurrection of the hoop, and to his sister the time for the skipping rope, but the former pastime, especially in the larger cities has fallen into almost total oblivion, but one tobacconist who has "kiddies" of his own and believes in outdoor life, has agreed to furnish hoops for the boys and skipping ropes to the girls who will present him with a given number of cash register slips, representing purchases made at his store.

Working the Cash Register

This merchant is located near a public school and made announcement of this fact by window cards, and the results so far have been far better than his most sanguine expectations.

* * *

It is a noteworthy fact, that more and more retail cigar and tobacco dealers are using the several holidays for window display purposes, though there are still many who forget that Easter time is one which they have more or less overlooked.

The Easter Window Trim

To our minds, this is an event which lends itself readily to attractive window displays, for it is the ending of the Lenten season, which in many instances is a self-denial period for smokers of good cigars.

Whether this self-denial period is for the purpose of retrieving sufficient funds for the new gowns that the smoker knows is bound to come his way is not within our province to declare, but it is equally true that this special occasion will fit in admirably with fresh goods to tempt the every day and sacrificing smoker.

The display should consist of attractive looking box goods, the price should be right, and one or two window cards, telling the passer-by just how superior these goods are, and why it is worth while to try them. If he has been smoking heavy all-Havana, now is a good time to become accustomed to the milder grades; if accustomed to the milder grades and there is a desire for greater satisfaction, now is the time to learn the greater enjoyment of the clear Havana goods.

* * *

The business of the florist would not at first glance appear to coincide well with the distribution of cigars and tobacco, but there is one merchant who handles these commodities who will repeat his experiment of last year, during the last three days of the week, from Palm Sunday to Easter Sunday.

Flowers and Cigars

This tobacconist was passionately fond of flowers, and whenever possible, a bunch could be seen somewhere about his place of business, and it is due to this fact that he conceived the idea of bringing a little gladness into the homes of the smokers who patronized his shop.

With every box of cigars sold during the last three days of Holy Week, a given number of flowers were distributed free, with the express understanding that these were to be carried to the home of some friend among the fair sex, or acquaintance.

The selection consisted of carnations and violets for outdoor wear, tulips, hyacinths and lilies in pots for the home, and given with the higher grade of cigars which sell fifty in the box.

San Francisco

Many New Lines Placed for Early Spring—President Whelan, of the "United," a Visitor—Sam Wertheimer With "El Dallo" Brand Now on Coast

San Francisco, March 5th.

THE San Francisco cigar men are pretty well pleased with the way the big Exposition is turning out. The Exposition Company reports that the millionth person passed through the gates on March 5th, less than two weeks after the opening of the show. This is said to break all previous records of exposition attendance, and certainly it exceeds the best hopes of local people. Of course a large part of the attendance comes from San Francisco, but there is also a big section from out of town, and this is what counts with the trade. The first few days of March have been the best in point of sales that the cigar and tobacco men have experienced in a long, long time. This is largely, but not altogether, due to the Exposition. The fine weather, coming after nearly two months of rainy and generally disagreeable weather, has also been a big factor in the improvement.

City salesmen are beginning to find their jobs a little more agreeable than formerly. Their customers are a little more gracious and a little more inclined to do business, even though the usual run of orders continues considerably smaller than in the years before the war times made their appearance.

New things are beginning to show up rather more frequently than during the winter. Several Eastern men who have been here for a few days appear to have proven that the talk about the impossibility of placing new lines with San Francisco jobbers was a little overdone. Among the Eastern men who have been successful here in the last few days are: Robert Read, of the Charles Denby Company, of Indiana, who has placed the Denby line with Haas Brothers for distribution throughout Central and Northern California; A. G. Kaufman, of the A. G. Kaufman Cigar Company, of New York, who has secured Glaser Brothers as wholesale agents for the "Vernon Castle" cigar; and Mr. Lincoln, of P. Pohalski & Company, who has placed his cigar with Hooper & Jennings. The agency for the "Frank Garcia" Havana line has also secured placement with Michalitschke Brothers & Company. These wholesale placements, taken in connection with the recent securing of the "Chancellor" cigar by H. L. Judell & Company, and the "Royal Banner" brand by the Edward Wolf Company, make a pretty good showing of new lines for the early days of spring.

Charles Wiener has bought out the cigar store of A. W. Briggs, San Francisco.

Arthur Meyer, Pacific Coast agent for Bustillo Brothers & Diaz, is spending the week at Los Angeles, but is expected to return to San Francisco in a few days.

Edward Cohen, head of the advertising department of M. A. Gunst & Company, who has been having a strenuous time during the last few weeks getting the Gunst building "On the Zone" and the Gunst display at the Panama-Pacific Exposition in full shape for the opening of the big show, is now in Portland, Ore., not exactly resting up, but taking it comparatively easy looking after the Northern end of the business from the advertising man's point of view.

D. M. Superstein has withdrawn from the Pacific Cigar Company, Sacramento Street wholesalers, and has taken the position of factory representative for the "Charles Denby" cigar.

What with their activity at the "Smoke House" at the Panama-Pacific Exposition, the taking on of new lines and the improvement of business with the improvement in the weather, H. L. Judell & Company have felt compelled to take on additional help. They have secured the services of "Admiral" Glass, who is well known in the trade of both Northern and Southern California.

A. G. Kaufman, who beside being a cigar manufacturer of note, is the agent for the Peugeot French line of automobiles, had the satisfaction while in San Francisco last week to see his car win first prize in the Grand Prix race on the exposition grounds. Mr. Kaufman will be on hand this week to note the performance of the same car at the Vanderbilt Cup race, also at the exposition grounds.

The wholesale store of S. Bachman & Company, 331 Front Street, San Francisco, was robbed of cigars to the value of something over $100 by thieves a few days ago.

G. J. Whelan, president of the United Cigar Stores Company, has been visiting San Francisco this week, partly on business, but chiefly for the purpose of visiting the Panama-Pacific Exposition.

Sol Rosenfeld, one of the founders of the Rosenfeld-Smith Company, extensive wholesalers of Portland, Ore., died at his home in that city a few days ago. Mr. Rosenfeld had some months ago turned over his business interests to his sons and had since retired altogether from the cares of business.

Sam Wertheimer, representing the "El Dallo" brand of cigars, has been spending the last week or two on the Coast. He was in San Francisco at the time of the opening of the Exposition, and while here arranged for the spring and summer work on the "El Dallo" line, which is distributed here by M. Blaskower & Company.

The San Francisco branch of Boltz, Clymer & Company has followed the lead of a number of other houses by putting on the local market a new nickel cigar, the "Flor de Sterling."

L. Marks & Company have been incorporated at Seattle, Wash., to engage in the wholesale and retail cigar business.

Sol Arkush, of the Pacific Cigar Company, San Francisco agents for the Martinez-Havana Company, finds that the "Baby Dimples," the new little cigar of the company, appears to have taken the town by storm. The new brand is one of the most attractively made and attractively packed little cigars that has yet appeared, and at five for twenty-five cents, Mr. Arkush finds that everybody wants it.

Rube Ellis, one of the officials of the Malachrino Company, arrived in San Francisco about the first of March for an inspection of the Panama-Pacific Exposition. He is suspected of having had at least one eye on business most of the time since arriving.

D. W. Landes has bought out the business of J. W. Wilson at Los Angeles, Cal.

Allen.

Indiana Dooms Trading Stamp

Indianapolis, Ind., March 6th.

Senator Thornton's bill to wipe out the trading stamp business was passed by the House today by a vote of 79 to 7 and sent to the Governor for his signature. It requires a license of $1000 from merchants who wish to engage in the business. This license, it is believed, will spell the trading stamp's doom. Merchants were behind the bill.

This bill is aimed at trading stamp companies and would not affect tobacco coupons. Rebate systems of individual merchants are specifically exempted.

The E. H. Gato Cigar Company, Key West, Fla., reports that business is increasing gradually each week..

Now and Forever Reynaldo

MILD HAVANA CIGAR

"Made So Well This Generation, It Will Remain the Next Generation's Favorite"

Sell Three to Five Cigars Where You Sold One Before

That's what will happen when you put in a stock of Reynaldo Mild Havana Cigars in the Reynaldo ***Pocket Pack*** (5 Libretto size Reynaldos for 50 cents), and the Reynaldo ***Vest Pack*** (3 Tri-size Reynaldos for 25 cents) which fits snug in the vest pocket.

These are the newest departures in cigar packing—the greatest conveniences to the smoker.

No other cigar has this package just as no other cigar has the famous Reynaldo quality.

Get ready for increased business—increased profits—by being the first in your neighborhood to display the new packages.

Luckett, Luchs & Lipscomb, Bulletin Building, Philadelphia, Pa.

Trade Comment

According to report received from the management of the Cortez Cigar Company, Key West, Fla., improvement is looked for shortly in the matter of orders.

Anthony Schwamm, representative of the P. Lorillard Tobacco Company on the Pacific Coast, recently called on local jobbers at Spokane, Wash., in the interests of the company.

"Cinco," "Havana Ribbon," "44," "Henrietta" and the "Salome" are among the brands carried by J. Edward Chew. Mr. Chew recently opened a cigar store in Baltimore, Md., at Baltimore and Harrison Streets.

The J. G. Cohen Cigar Company, Seattle, Wash., announce that they will at once begin an active campaign on the "William Penn" and "El Proposo" cigars, on which they recently obtained the agencies.

B. A. Hackett, assisted by A. W. Hiscoe and L. W. Whitestone, are conducting a campaign at Rochester, N. Y., on "Melachrino," "Milo," and "Royal Nestor" cigarettes. Mr. Hackett is the general representative of the Melachrino Company.

En route to his home in Atlanta, Ga., A. Wolff, representative of Cuesta-Rey & Company, Tampa, Fla., was a recent visitor to Memphis, Tenn., where he visited his company's distributor on "Cuesta-Reys," the Vacaro Cigar & Liquor Company.

Albert Worch, of the Wayne Cigar Company, Detroit, Mich., is now en route on a trip to the Pacific Coast. Mr. Worch, in addition to calling on the company's various distributors in the West and Northwest, will also exert his efforts to make the company's "S. & W. Hand-Made" even more popular than it now is.

WOULD INCREASE CAPITAL TO RETIRE SCRIP

Porto Rican-American Company Wants $3,000,000 Increase —Prospects for Growth and Enlargement Believed to be Especially Good

New York City.

A SPECIAL meeting of the Porto Rican-American Tobacco Company has been called for March 25th, for the purpose of increasing the capital stock from $2,000,000 to $5,000,000. It is said that it is the purpose of the directors to retire the outstanding scrip by issuing stock at par. The prospects of the business are said to be excellent.

In connection with the proposed increase in capital of the Porto Rican Company, President L. Toro says:

"At the time of the disintegration of the tobacco companies, December 11, 1911, your company had inadequate manufacturing facilities and insufficient working capital. Short term gold notes, aggregating $1,000,000, bearing 5 per cent. interest were issued, payable at intervals, to enable your company to pay its then outstanding indebtedness, leaving the company with a balance of working capital of about $50,000. Out of the earnings, the last instalment of these notes was paid February 1, 1915.

"Your board of directors decided in November, 1912, to cease paying dividends in cash and pay in scrip, in order that its cash earnings might be reserved for working capital, thus enabling the company to take care of its increase in business and pay off the gold notes. As a result of this policy, scrip dividends have been issued (including a dividend of 5 per cent., payable on the first Thursday in March next) aggregating $1,299,000, all of which bears interest at the rate of 6 per cent. per annum, and some of which falls due in December of the present year.

"The company has increased its manufacturing facilities. It now has on hand eighteen months' supply of tobacco. During the last six months of the year 1914 it had in operation in Porto Rico, ten cigar factories and two cigarette factories. Notwithstanding, the five months' strike that year, and the war conditions, the output of cigars was 8,000,000 more than in the previous year. As a consequence of the strike, the company has fortified itself by establishing a factory at Perth Amboy, N. J., which is now in operation.

"For the two months of the present year, the business of the company has been practically the same as for the corresponding month of last year. The prospects for the further development and enlargement of the business of the company are believed to be especially good.

"To retire the outstanding scrip, the policy of the management is to increase authorized capital stock from $2,000,000 to $5,000,000, and to issue immediately only so much of the stock at par as will be necessary to retire the scrip at par."

Deisel-Wemmer Factory Busy

Orders for "San Felice" and other brands of the Deisel-Wemmer Company, of Lima, Ohio, are coming in so rapidly that the factory is running almost to capacity, while the cigars are being shipped to every part of the country. Business on "San Felice" cigars continues to show growth and the largest cigar factory in Ohio is enjoying a heavy demand for its products.

Backed by twenty-five years' experience in various connections with the trade, Simon Jacobson recently opened a cigar store at No. 203 North Broadway, St. Louis, Mo. Mr. Jacobson's store is well situated, being in the centre of the downtown district. The stand is a modern one.

Don't Place Your Order

FOR

Tin Cans or Cigar Boxes

At least not until you have sent us samples for our prices. Our lithographed tin cans are examples of the finest workmanship in this line while our cigar boxes are remarkable for their quality.

We are the originators of some of the best selling packages on the market and will be glad to submit samples of our work on request.

Don't Place Your Order Until You Write Us

Save time and money by getting our prices first.

We are able to handle lithographic work relative to the cigar industry and can submit samples of some of the best German Process work done in America.

Write Us First then Compare Prices and Quality with those of our Competitors

Wiedmann-St. Louis Cigar Box Co.

1117 N. BROADWAY ST. LOUIS, MO.

SIGNS! SIGNS!!

But Why Specify Eclipse Signs ?

This question was put up to a well-known cigar manufacturer who is a big user of our high grade Paper Enameloid Signs. This is what he told the man who made the above query:

"We find that ECLIPSE PAPER ENAMELOID SIGNS are one of the biggest selling forces we have ever used in reaching the consumer."

Our Paper Enameloid Signs SELL Cigars—that is the answer to the fact that Sales Managers WHO KNOW always specify ECLIPSE PAPER ENAMELOID SIGNS in planning their campaigns to sell the consumer.

Our success with Eastern cigar manufacturers is resulting in a big awakening in the Middle West. If you have not done so, write now for samples of our effective and striking signs. We cater exclusively to manufacturers.

THE TOBACCO WORLD REGISTRATION BUREAU

The Tobacco World, established in 1881, has maintained a Bureau for the purpose of Registering and Publishing claims of the adoption of Trade-Marks and Brands for Cigars, Cigarettes, Smoking and Chewing Tobacco, and Snuff. All Trade-Marks to be registered and published should be addressed to The Tobacco World Corporation, 236 Chestnut Street, Philadelphia.

One Dollar for each title must accompany all applications. In case title or titles cannot be registered owing to prior registration, same will be returned immediately, less our usual charge for searching and return postage, or it will be credited if desired.

☞ Positively no responsibility assumed for errors, duplications or any controversies which might arise. We will not under any circumstances act in a legal capacity in cases concerning disputed titles. We maintain a bureau of records only.

REGISTRATIONS.

JOHN U. KNOW:—30,747. For cigars, cigarettes and cheroots. February 24, 1915. John A. Nutowc, Chicago, Ill.

JIFFY:—30,748. For cigars. February 24, 1915. Central Cigar Box Co., St. Louis, Mo.

HENRY GOULBURN:—30,749. For cigars, cigarettes and tobacco. February 24, 1915. The Moehle Litho. Co., Brooklyn, N. Y.

WM. G. WILLIS'S TIP-TOP TIPPERARY FIVES:—30,750. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. February 25, 1915. Wm. G. Willis, New York, N. Y.

CLEVELAND ATHLETIC CLUB:—30,751. For cigars, cigarettes and tobacco. February 26, 1915. The Moehle Litho. Co., Brooklyn, N. Y.

NORMAN B. REAM:—30,752. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. February 26, 1915. Ano-Tero Cigar Co., McSherrystown, Pa.

COMMODORE THOMPSON:—30,753. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. February 26, 1915. J. Lanoff, Chicago, Ill.

THE PEOPLE'S SUBWAY:—30,754. For cigars. February 26, 1915. J. Lanoff, Chicago, Ill.

TRI-SUM:—30,755. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. February 26, 1915. Pasbach-Voice Litho. Co., New York, N. Y.

MERIDAIS:—30,756. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. February 27, 1915. H. W. Young, Boston, Mass.

KABUL:—30,757. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. February 27, 1915. H. W. Young, Boston, Mass.

QUEST CLUB:—30,758. For cigars, cigarettes, cheroots, chewing and smoking tobacco March 1, 1915. J. H. Sonfield, Fort Wayne, Ind.

HELP WANTED:—30,759. For cigars. March 1, 1915. Central Cigar Box Co., St. Louis, Mo.

PRICE:—30,760. For cigars. March 1, 1915. Central Cigar Box Co., St. Louis, Mo.

MICHIGAN SPORTSMAN:—30,761. For cigars, cigarettes, cheroots and stogies. March 1, 1915. Paul Siess & Co., Owosso, Mich.

QUICK BURNERS:—30,762. For cigars. March 1, 1915. W. J. Neff & Co., Red Lion, Pa.

ONO:—30,763. For chewing and smoking tobacco. March 2, 1915. H. M. Groff, Perkasie, Pa.

ST. PAUL ATHLETIC CLUB:—30,764. For cigars. March 2, 1915. Geo. C. Knispel, St. Paul, Minn.

CONEWAGO:—30,765. For cigars, cigarettes and tobacco. March 2, 1915. T. L. Adair & Co., Red Lion, Pa.

CAROLINE PRESTON:—30,766. For cigars. March 4, 1915. The Fehsenfeld Cigar Co., Baltimore, Md.

BIG BIZ:—30,767. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. March 4, 1915. Pasbach-Voice Litho. Co., New York, N. Y.

TUCICO:—30,768. For cigars. March 4, 1915. Tuchman Cigar Co., Kansas City, Mo.

EASTERN TRUMPTED:—30,769. For cigars, cigarettes, chewing and smoking tobacco. March 4, 1915. State Bond Cigar Co., Dallastown, Pa.

GROUCH-BUSTER:—30,770. For cigars, cigarettes and tobacco. March 5, 1915. H. Rippen, Perth Amboy, N. J.

EMIL'S SMOKER:—30,771. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. March 5, 1915. Emil Svenningsen, Sanford, Me.

BOITE NATURE:—30,772. For cigars. March 5, 1915. Chas. Kresl, Chicago, Ill.

NATIONAL WEST:—30,773. For cigars, cigarettes and tobacco. March 6, 1915. F. M. Howell & Co., Elmira, N. Y.

SOCIAL CHOICE:—30,774. For cigars, cigarettes and tobacco. March 6, 1915. F. M. Howell & Co., Elmira, N. Y.

F. G. H.:—30,775. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. March 6, 1915. F. G. Holub, Boston, Mass.

VIDELO:—30,776. For cigars, cheroots and stogies. March 8, 1915 Thomas Warters, Rome, Ga.

DEACON WARD:—30,777. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. March 9, 1915. Barbero-Toler Cigar Co., Metroplis, Ill.

MI-DIA:—30,778. For cigars, cigarettes and cheroots. February 25, 1915. Garrett H. Smith, New York, N. Y.

REPLY:—30,779. For cigars. March 9, 1915. H. J. Fleischhauer, Philadelphia, Pa.

SCHMEAR:—30,780. For cigars. March 10, 1915. C. B. Henschel Manufacturing Co., Milwaukee, Wis.

SAFETYGRAM:—30,781. For cigars. March 10, 1915. Peter McGuigan & Sons, Red Lion, Pa.

CORRECTION.

AVA ROMA:—30,693. Published in the February 15th issue as having been registered for cigars, cigarettes, chewing and smoking tobacco. Should have read, cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco, by the Postal Service Cigar Co., Key West, Fla.

TRANSFER.

MI-DIA:—30,778. For cigars, cigarettes, cheroots. Transferred March 3, 1915, to Edwin Cigar Co., New York, N. Y., by Garrett H. Smith, New York, N. Y.

"Iron Cross" a New Milwaukee-Made Brand

Palmer E. Vogel, for many years known to the smokers of Milwaukee, has recently placed on the market a new cigar brand known as "Iron Cross." The cigar is union-made and is manufactured in Milwaukee. It is being made at present in six sizes.

Creditors of Alabama Tobacco Company File Accounts

Three creditors of the Alabama Tobacco Company, with claims aggregating approximately $170,000, filed an involuntary petition in bankruptcy against the concern in the United States District Court recently.

The principal creditor is the Southern Plantation Development Company, of Alabama, which claims $145,783.54, and interest from February 7, 1911, on notes given by the Alabama, Sumatra and Havana Tobacco Company, which was later absorbed by the Alabama Tobacco Company.

Contract Awarded for Cooney Bayer Cigar Factory

After bids for the five-story cigar factory of Cooney Bayer, the well-known cigar manufacturer of Fort Wayne, Ind., were opened, the contract was awarded to Busching & Hagerman, local contractors.

The new factory, while not the largest in the State, will be up-to-date in every respect and will cost approximately $40,000. Contractors will start work in a few weeks.

Thomas B. Hayes Company Incorporated in Wheeling

The Thomas B. Hayes Company, recently incorporated, announces that it will have charge of the business formerly conducted by the McKee Cigar Company in Wheeling, W. Va. The firm will locate on Market Street just south of Twelfth.

The corporation has a capital stock of $5000, and the following are stockholders: Ellen B. McKee, T. B. Hayes, N. E. Ritchie, J. V. McShane and E. R. McCullough, all of this city. Power of attorney was granted to Mr. Hayes.

BUSINESS OPPORTUNITIES

For Sale, Wanted and Special Notices

RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

Special Notices.

"OLD DRURY" IS A SELF SELLING CIGARETTE
Willie Collier says, "Every puff a plug." Cork or plain. Write for territory. Old Drury Cigarette Co., 143 West Fortieth Street, New York City.

MONROE ADLER,
CIGAR BROKER,
186 N. La Salle St., Chicago, Ill. 6-17-he

LANCASTER STOGIE COMPANY,
MANUFACTURERS OF HIGH GRADE STOGIES,
120 Water St., Lancaster, Pa.

HIGHEST GRADE OF WHEELING STOGIES—That will please the most exacting smoker, are made by C. A. Kase, Seventh and Main Streets, Wheeling, W. Va.; Factory 23; Established 1895.

AN ESTABLISHED MANUFACTURER desires a few more accounts on his or private brands. Box 61, care of "The Tobacco World."

Wanted.

CASH PAID FOR CUTTINGS, SCRAPS & siftings.
Write to H. Adler & M. Meyerson, 332 E. 48th, New York

IMPORTANT NOTICE TO CIGARETTE MANUFACTURERS—We manufacture cigarettes for the trade; we also supply tobacco boxes and labels 25 per cent. cheaper than elsewhere. Brands registered. Write for particulars. Live distributors wanted. The Soter Company, 235 Canal Street, New York City.

A LARGE CHICAGO FACTORY would like to make connections with Western jobbers on a Havana union-made cigar. Will furnish advertising and introductory work. Address Box 61, care of "The Tobacco World."

SEED LEAF and Spanish binders for sale. Ezra Shank, R. F. D. No. 6, Dayton, O.

Preparing for National Leaf Men's Gathering

W. J. Lukawitz, who presides over the meetings of the leaf tobacco packers of Dayton, Ohio, was authorized at a recent gathering to name committeemen to arrange the details for the convention of the National Association of Cigar Leaf Packers, to be held in Dayton in May.

It is believed that the convention will give impetus to a movement for the reorganization of the Ohio Leaf Packers' Association, which has been out of existence since 1912.

Kentucky Planters Want Ships

A question recently discussed at a meeting of the Planters' Protective Association of Tennessee and Kentucky, related to the securing of ships for the purpose of transporting American tobacco abroad. The necessity for such action will be understood when it is stated that the present shipping rate is listed at $3.50 per hundred pounds, and that shipping facilities are almost unobtainable at any price.

Adverse Report on Massachusetts Cigarette Bill

Anti-cigarette legislation is meeting with considerable resistance in the Massachusetts Legislature, where bills on the subject were adversely reported by the Committee on Public Health. The bills provided that minors under seventeen having cigarettes in their possession shall be adjudged delinquent children, and to prohibit the sale to or the use of cigarettes by minors less than eighteen years old.

Wanted.

EXPERIENCED DECORATOR will arrange for displays in cigar store windows in Philadelphia. Box 888, "Tobacco World."

IMPORTANT NOTICE TO CIGAR JOBBERS—We want you to know that we make the best $20.00 cigar and the best $17.50 cigar you can buy anywhere. Registered brands. Sixteen years' experience. Only one jobber in any territory. Samples to responsible jobbers. T. E. Brooks & Co., Red Lion, Pa.

WANTED—Unlimited quantities of "Seed Cuttings" and "Siftings." Get our new quotations for cash. Interstate Tobacco Company, 428 East 106th Street, New York City.

WANTED TO BUY—Second-hand Progress Bunching Machines. Mention your rock bottom cash price. Box 53, care of "The Tobacco World."

Situation Wanted.

POSITION AS SUPERINTENDENT OR FOREMAN. Thoroughly experienced. Can take full charge. South or West preferred. F. Bader, 1921 Leland Avenue, Chicago, Ill.

Help Wanted.

DOES YOUR TRADE USE PUNCH BOARD? We have the most remunerative side line—no samples—no collections—commissions paid as soon as orders are shipped. We want only first-class men. Inquiries to receive attention must state line carried and how long, class of trade called on, territory and how often covered. Atlas Premium Company, 54 West Lake St., Chicago, Ill.

For Sale.

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 E. 78th St, New York. 9-1-tf

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

Patents of Interest to Tobacconists

Cigar Display Humidor, No. 1,129,921. Henry B. Tourtellot, Quincy, Mass., assignor to American Can Company, New York, N. Y. March 2, 1915.

Tobacco Pipe, No. 1,130,806. Alfred Dunhill, London, England. March 9, 1915.

Seam-sealing Device for Cigarette Machines, No. 1,130,720. Alexander L. Ewers, Durmid, Va., assignor to United Cigarette Machine Company, Limited, London, England. March 9, 1915.

Case for Cigarette Papers, No. 1,131,505. Paul Goursat, assignor to Societe Anonyme d'Exploitation des Papeteries L. Lacroix Fils, Angouleme, France. March 9, 1915.

Receptacle for Cigars or the Like, No. 1,130,739. Max L. Kaufmann, New York, N. Y. March 9, 1915.

Cigar Holder, No. 1,131,150. Edward W. McCarroll, Pittsburgh, Pa. March 9, 1915.

CORRESPONDENCE SOLICITED
JUST THINK-5¢ BUYS A
LA FAMOSA
EQUAL TO ANY MILD 10¢
CIGAR
E. Kleiner & Co., Makers, New York

NEWMANN & GACH - Fancy Connecticut Wrappers and Havana our Specialty - Chicago

Year by year the appetizing satisfaction of *Fatimas* has appealed to more and more thousands of smokers until today three times as many men call for *Fatimas* as for any other 15c cigarette. Liggett & Myers Tobacco Co.

So wherever you go, it's 3 to 1 in favor of FATIMA
Maybe you've overlooked something

One of our big "3 to 1" ads. which runs 7 columns wide in daily newspapers

FATIMA
THE TURKISH BLEND
Cigarette

Distinctively Individual

20 for 15¢

Count Your Fatima Sales

If the "15c Pieces" are not clinking over *your* counter at least three times as fast for FATIMA as for any other 15c cigarette, you're not getting your share of the great FATIMA demand.

BECAUSE—

The preference, averaged over the whole country, is 3 to 1 in favor of FATIMA—in many sections as high as 20 to 1.

Watch the newspapers and magazines for FATIMA displays and tie up your store advertising to this 3 to 1 campaign.

Liggett & Myers Tobacco Co.

Leaf Tobacco Notes

PENNSYLVANIA

Lancaster, Pa.

With only about 60 per cent. of the 1914 tobacco crop of Lancaster County sold, and with almost a certainty before them that spring will be far advanced before the remaining 40 per cent. has been taken, the growers of the county are already discussing the outlook for next season's crop. The 1914 yield was such an unusually heavy one that, despite the fact that 2000 less acres were planted than in 1913, yet the crop in weight was about the same. Like the 1913 crop, so large a percentage of which was destroyed or damaged by hail, the 1914 crop was a disappointment, not through any failure while it was in the field, but because so much went bad in the curing. And the crops of both years sold at about the same prices.

Contrary to all expectations, much of the tobacco recently sold did not bring more than eight cents a pound for wrappers and two cents for fillers, and much tobacco was sold as low as six and seven cents a pound for wrapper goods. Under these circumstances many growers have become so disheartened that they have announced their intention at the various farmers' meetings of supplanting tobacco with other crops, which will give good returns, require less care and labor and are less perilous in growing. Under the existing circumstances prices are more likely to go down still further than go up.

Maryland Growers to Eliminate Middlemen

At a recent meeting of the tobacco growers of southern Maryland, held at Leonardstown, Md., arrangements were perfected whereby the growers in the five southern counties where this product is raised will band together and form the Tobacco Growers' Association of Southern Maryland. It was conclusively shown by statistics that during the past ten years the farmers have paid commission merchants $35,000 for disposing of their products.

Under the new arrangement the association will not dispose of the tobacco, either by inviting buyers to inspect the product at various headquarters where it will be sold at auction, or by shipping it to Baltimore or some other port, where the leaf will be placed in a public warehouse and be disposed of by a committee composed of one member from each county. This method will eliminate the middleman.

Three Hundred Cases of 1909 Burned!

One of the most destructive fires that has occurred in Lancaster County recently destroyed the big tobacco warehouse of Jacob Keller, at Ephrata. Three hundred cases of 1909 tobacco were burned, together with three hundred and twenty-five empty cases. The loss totaled more than $17,000, most of which was covered by insurance. It is believed that sparks from a railroad engine caused the conflagration.

Night Riders Threaten Tobacco Growers

Tobacco planters in the vicinity of Paducah, Ky., who have been terrorized by night riders, have recently reported to authorities of that place that they are in receipt of notices threatening them with punishment if they dispose of their tobacco crops for less than eight cents a pound. The planters state that some two hundred and fifty growers have received such notices.

A farmer in the same neighborhood was recently called to the door of his home and shot dead.

JOHN F. HEILAND & CO.
Lancaster County Fancy B's
LANCASTER, PENNA.

J. K. LEAMAN
Packer of and Dealer in **Leaf Tobacco**
Office and Salesroom
110-112 W. Walnut St., LANCASTER, PA.
Warehouse: Bird-In-Hand, Lancaster Co., Pa.

John F. Nissly & Co.
Packers and Dealers in
LEAF TOBACCO
And Importers of HAVANA
No. 143 Market Street, Lancaster, Pa.

Established 1890 Correspondence Solicited
KEYSTONE VARIETY WORKS
HANOVER, PENNA.
Cigar Ribbons, Silk Imitation and Muslinola Ribbon
Printed or Stamped in Gold or Silver
Labels. Stock Cards. Give Us a Trial. We Want Your Opinion

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

For Genuine Sawed CIGAR BOXES, Go to Established 1866
Keystone Cigar Box Co., Sellersville, Pa.
Our Capacity for Manufacturing Cigar Boxes is Always Room for One More Good Customer
MONROE D. SELLERS, SELLERSVILLE, PA.

The Standards of America:
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

10 BIG Cigarettes in the Little Foil Package ¢

The best tobacco that can be bought, rolled in the best paper—*fresher* cigarettes in a *handier* package—that's what SOVEREIGN means to *you*. That's why SOVEREIGN will give you *greater* enjoyment—*"QUALITY TELLS."*

SOVEREIGN CIGARETTES

Enjoy the wonderful, mellow, satisfying *flavor* of aged, ripened, Southern-grown Old Belt tobacco *today*.

SOVEREIGN is rolled in the *highest-priced cigarette paper* imported from France. This paper does *not* smoulder and char—does *not* "go out" and need constant re-lighting—but *burns evenly* with the tobacco, insuring complete enjoyment.

THE AMERICAN TOBACCO CO.

F. ROCHA & CO. Cable: "DONALLES"

Havana Leaf Tobacco

Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba

SAN MIGUEL 100 HABANA, CUBA

M. A. SUAREZ & CO.
(S. en C.)

Growers, Packers and Dealers in **Leaf Tobacco**

Figuras 39-41, Cable "CUETARA" Havana, Cuba

LOEB-NUÑEZ TOBACCO CO.

IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO

306 NO. THIRD STREET, PHILADELPHIA

K. STRAUS & CO.

Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
101, 103, 105 and 107 N. Third St., Philadelphia

HIPPLE BROS. & CO.

Importers of Havana and Sumatra and
Packers of Seed Leaf Tobacco
Finest Retail Department in Pennsylvania
151 North 3d St., Philadelphia

For Quick Results
try The World's "Want Page"

A. Cohn & Company

Importers of Havana and Sumatra, Packers of Seed Leaf Tobacco and Growers of Georgia Sumatra

142 Water Street, . . . New York

Established 1870 Factory No. 79

S. R. KOCHER

Manufacturer of Fine Havana and Domestic Cigars and packer of Leaf Tobacco

Leading brands—"Volitta," "Quaker," Nabobs," "1-4-5," "Havana Cream," "Imperial Beauty," "Little Yara"

Correspondence with wholesale and jobbing trade invited
Factory and Offices: WRIGHTSVILLE, PA.

MANUEL MUNIZ HILARIO MUNIZ
VENANCIO DIAZ, Special Partner

MUNIZ HERMANOS
S en C
Growers and Dealers of
VUELTA ABAJO, PARTIDO
AND REMEDIOS TOBACCO
Reina 20, Havana

CABLE: "Angel" Havana P. O. Box 98

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

E. A. KRAUSSMAN Importer of
HAVANA TOBACCO
168 Water Street . . . . . New York

SCHELTEMA & QUANJER
Importers of Sumatra and Java Tobacco
180 WATER ST., NEW YORK, N. Y.

JULIUS MARQUSEE, 141 Water Street, New York
Packer and Dealer in All Grades of Seed Leaf Tobacco
TELEPHONE 3956 JOHN

L. G. Haeussermann Carl L. Haeussermann Edward C. Haeussermann
L. G. HAEUSSERMANN & SONS
Importers of Sumatra and Havana. Packers and Exporters of and Dealers in LEAF TOBACCO
Largest Retailers in Pennsylvania 148 N. Third Street, Philadelphia

CARDENAS y CIA Cable Address, "Nasdecar"

Almacen de Tabaco en Rama

SPECIALTY—VUELTA ABAJO AND ARTEMISA

124 AMISTAD ST. HABANA, CUBA

HEINRICH NEUBERGER
Leaf Tobacco Merchant
HAVANA, CUBA—Consulado 115
NEW YORK, No. 130 Water Street BREMEN, GERMANY

CigarRibbons Largest assortment of Plain and Fancy Ribbons
Write for Sample Card and Price List to Department W

WM. WICKE RIBBON COMPANY
Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain
WOODHAVEN AVENUE, GLENDALE, NEW YORK

GEO. SCHLEGEL
22nd St. and Second Ave., NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET,
LOUIS G. CAVA, Mgr.

SOBRINOS de A. GONZÁLEZ
Founded 1868

LEAF TOBACCO MERCHANTS

Packers of VUELTA ABAJO, SEMI VUELTA, PARTIDO, and all varieties of Tobacco grown ———in the Santa Clara Province———

Cable Address "ANTERO"
WAREHOUSES and OFFICES
INDUSTRIA, 152, 154, 156, 158, HAVANA, CUBA

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

ERNEST ELLINGER & CO. Packers and Importers
OF HAVANA TOBACCO
Havana Warehouse, Salud 15. New York Office, 133-137 Front St.

Joseph Mendelsohn Louis A. Borneman
MENDELSOHN, BORNEMAN & CO.
HAVANA TOBACCO IMPORTERS
HABANA, AMISTAD 95 196 WATER STREET, NEW YORK

Manuel Alvarez & Co.
Importers and Packers of Havana Leaf
And Packers of Puerto Rican Tobacco
Havana Office SAN MIGUEL 136 Puerto Rico Warehouse CAYEY New York Office 178 WATER STREET

E. L. NISSLY & SONS
GROWERS AND PACKERS OF
CHOICE CIGAR LEAF TOBACCO
Packing Houses: Lancaster, Florin. Main Office: Florin, Pa.

Critical Buyers always find it a pleasure to look over our samples
Samples cheerfully submitted upon request.

MILTON H. RANCK
Packer and Dealer in
Domestic Leaf Tobacco
Office: Cor. Duke and Chestnut Streets
LANCASTER, PENNA.
Packing Houses: Strasburg and Lancaster

Michaelsen & Prasse
Commission Merchants
Leaf Tobacco & Cigars
18 Obrapia Street, Havana, Cuba
Address: Cable "UNICUM" P. O. Box 28

MAXIMILIAN STERN
Havana Tobacco
Clavel No. 1, Havana, Cuba 165 Front Street, New York

ESTABLISHED 1877 NEW FACTORY 1904
H. W. HEFFENER & SON
Steam Cigar Box Manufacturers
AND MAKERS OF
Patented Wire Bound Shipping Cases
HOWARD & BOUNDARY AVE. YORK, PA.

HEYWOOD, STRASSER & VOIGT LITHO. CO.

26TH STREET & 9TH AVENUE, NEW YORK

MANUFACTURERS OF

CIGAR BOX LABELS
BANDS AND TRIMMINGS

WESTERN OFFICE,
167 W. WASHINGTON ST. CHICAGO, ILL.

PHILADELPHIA OFFICE,
420 DREXEL BUILDING.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Established 1834
WM. F. COMLY & SON Auctioneers and Commission Merchants
27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

NEW ORLEANS — SAN FRANCISCO
CIGAR LABELS
American Lithographic Co.
CHICAGO. NEW YORK. CINCINNATI.

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

Havana Warehouse Monte 167 — Telephone John 1942
M. LOPEZ & CO.
Formerly of
CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJO TOBACCOS
90 Wall St., New York

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37TH ST. BROOKLYN, N.Y.
CIGAR LABELS & BANDS
BRANCH OFFICE
170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR LABELS OF HIGHEST QUALITY — CIGAR BANDS — SHOW CARDS — FOLDING BOXES, ETC.
WM. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST
EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY

These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in The Tobacco World. No bogus advertising admitted.

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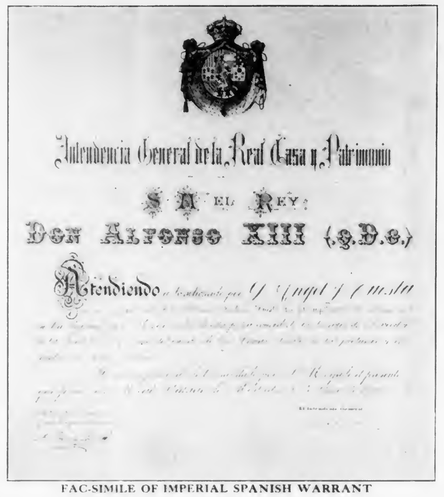
INTENTIONAL SECOND EXPOSURE

KING ALFONSO XIII OF SPAIN



Intendencia General de la Real Casa y Patrimonio

S. M. EL REY:

DON ALFONSO XIII (q.D.g.)

Atendiendo

FAC-SIMILE OF IMPERIAL SPANISH WARRANT

HONORS

Cuesta, Rey y Ca.

The unsurpassed excellence of the clear Havana cigar of Cuesta, Rey y Ca., has led his Spanish Majesty, King Alfonso XIII, to designate this firm as purveyors to the Crown. The Imperial Warrant reproduced herewith is awarded for the first time in the history of the cigar industry to a factory located in the United States.

Our cigars are made of the finest tobacco grown on the island of Cuba, which money can buy. They are made under the most approved sanitary conditions, by selected workmen who are past masters in their craft.

Cuesta, Rey Cigars Are Fit for Kings
and
Fit for American Connoisseurs

Cuesta, Rey y Ca.

The Truly Spanish House

Factory and Main Office, Tampa, Fla.

Warehouse, Havana

FIFTY SIX CIGARETTES

MADE IN AMERICA OF THE

"HIGHEST GRADE TURKISH TOBACCOS"

- NO OTHER INGREDIENTS -

CADO CO. INC. NEW YORK, N. Y.

LA FLOR DE R. A. BACHIA Y CA. TRADE MARK HABANA

BACHIAS

Havana Cigars

For Men of Means

Renowned for Uniformity

IDENTIFIED BY THE GREEN AND GOLD BAND

R. A. BACHIA & CO.

47 West Sixteenth St. New York

Smoke Talk No13

Smoker's Prescription

In the morning, mild ROBERT BURNS cigars.

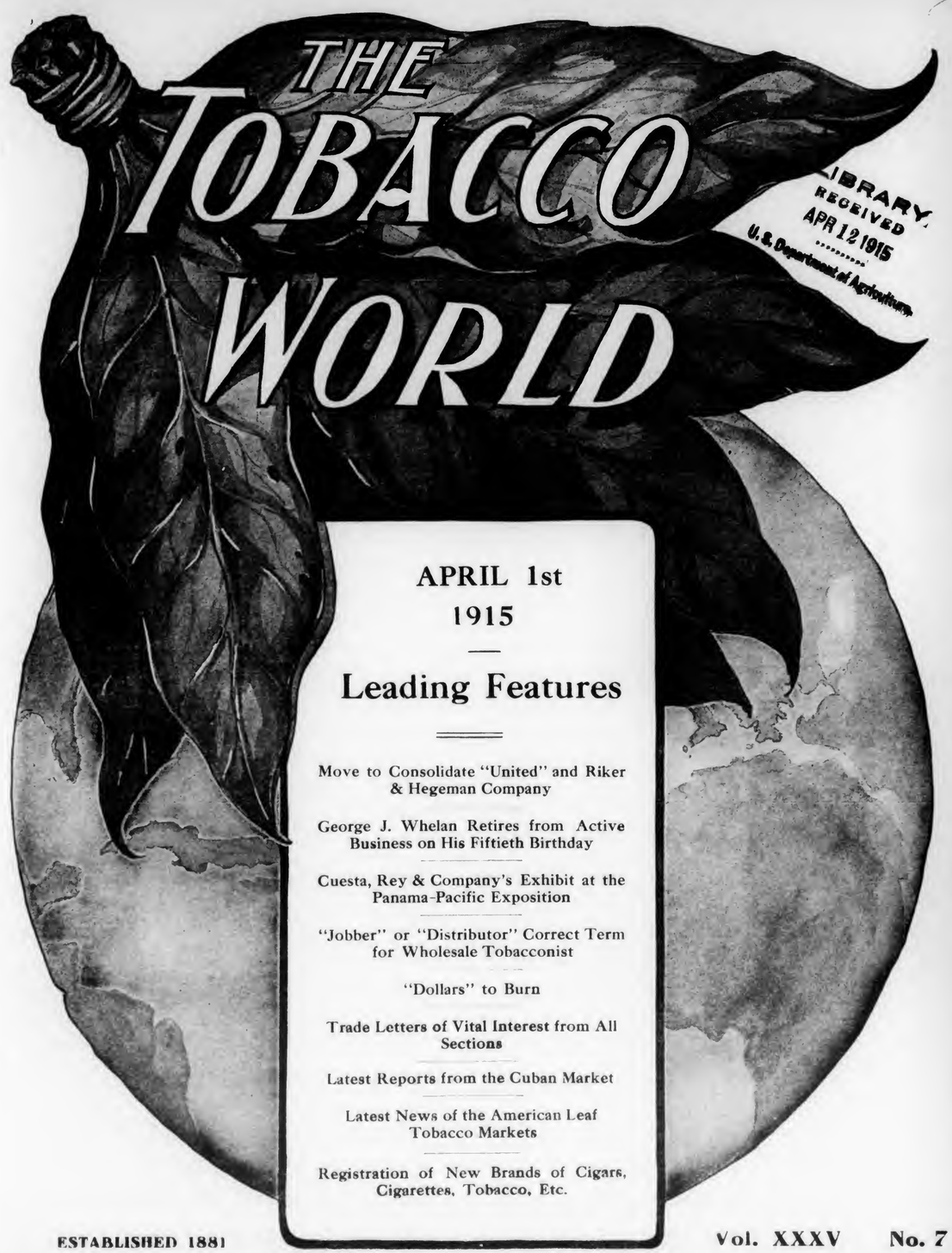
In the afternoon, if you have work to do, more mild cigars.

After dinner, a rich, oily Havana, if you like.

Just one, then go back to a gentle blend of light Havana and right domestic—the

Robt Burns

MILD 10c CIGAR



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Move to Consolidate "United" and Riker & Hegeman Company

George J. Whelan Retires from Active Business on His Fiftieth Birthday

Cuesta, Rey & Company's Exhibit at the Panama-Pacific Exposition

"Jobber" or "Distributor" Correct Term for Wholesale Tobacconist

"Dollars" to Burn

Trade Letters of Vital Interest from All Sections

Latest Reports from the Cuban Market

Latest News of the American Leaf Tobacco Markets

Registration of New Brands of Cigars, Cigarettes, Tobacco, Etc.

ESTABLISHED 1881 Vol. XXXV No. 7

PUBLICATION OFFICES: 236 Chestnut Street, Philadelphia

F. C. LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue

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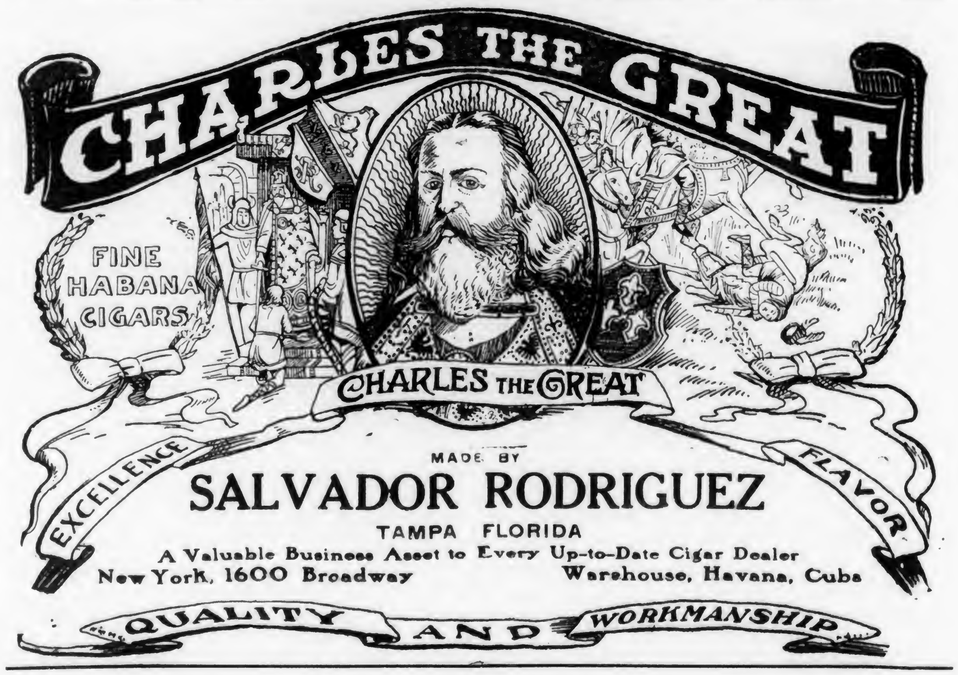
Reg. U. S. Patent Office



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Pasbach-Voice Lithographing Co., Inc.
Cor. 11th Ave. and 25th Street
NEW YORK CITY

The above concern has absorbed the corporation Kaufman, Pasbach & Voice and with its double facilities, are prepared to give the trade the benefit of the same.

Write us for specimens of our recent cigar label and band work which are considered equal to imported.

TWO NEW SIZES

SINTOMA

10c CIGAR

Blunt and Club, in the popular 10-top $\frac{1}{20}$-packing. Same real Portuondo quality at the right price. . . . . .

Juan F. Portuondo

Cigar Mfg. Co., Philadelphia

ELISARDO

"The Brand that is Uniform"

Clear Havana Cigars

That Have Stood the Test

Balbin Bros., Incorporated, have just succeeded to the long established business heretofore conducted by Balbin Bros.

Our factory is now being enlarged and remodelled and we pledge ourselves to the trade to maintain the high degree of merit which has always made the Balbin product an honored and dependable one.

Our factory is bonded and under United States Government inspection

If perchance you do not know about "ELISARDOS"—write us, we can interest you.

BALBIN BROS., INC.
TAMPA, FLORIDA

The Original and Genuine

Central Union

Smoking Tobacco in a New Cut

Packed in a Pocket-proof Package

1½ ounces—5 cents

United States Tobacco Co.
RICHMOND, VA.

For Gentlemen of Good Taste

San Felice
CIGARS

The Deisel-Wemmer Company
LIMA, O.

F. C. LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

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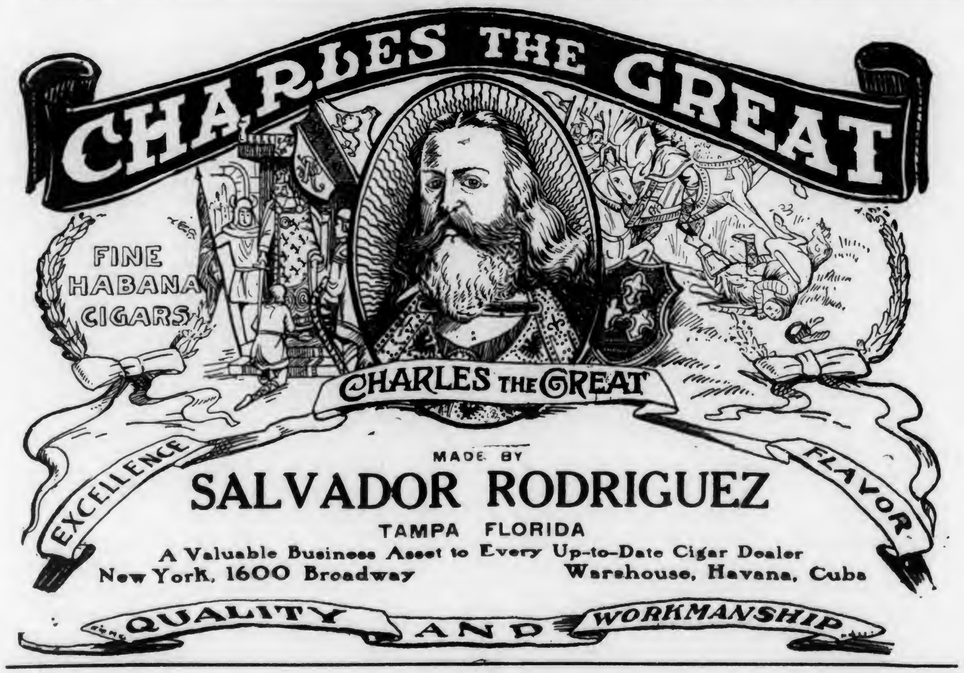
Reg. U. S. Patent Office

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue



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United States Tobacco Co.
RICHMOND, VA.

For Gentlemen of Good Taste

San Felice CIGARS

The Deisel-Wemmer Company
LIMA, O.

INTENTIONAL SECOND EXPOSURE

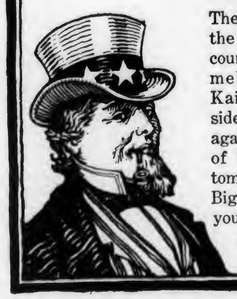
EISENLOHR'S
CIGARS
PHILADELPHIA

Quality Paramount
CELEBRATED
H. UPMANN CIGARS
H. UPMANN
HABANA
Strictly Independent Manufacturers
CHAS. LANDAU
Sole Agent for United States and Canada
82 Wall Street - New York
Board of Trade Bldg., Montreal, Canada

The Exceptional Cigar

BUSTILLO BROS. & DIAZ, Inc.
GENERAL OFFICES
267 Fourth Avenue New York City

UNION LEADER
REDI-CUT
"The Big Ten-Cent Tin"
For Pipe or Cigarette



The size of the tin pulls the first dime across the counter—and that supremely satisfying "ole Kaintucky" Burley inside brings them back again for another load of the same top-to-bottom quality. Let "The Big Ten-cent Tin" lead you to big ten-cent sales.
P. Lorillard Company
Established 1760

AIR TIGHT DUST PROOF SANITARY

The Package Perfect

We are prepared to furnish on the shortest notice our recently introduced line of

OVAL, ROUND AND SQUARE CEDAR BOXES
Carrying 5, 10, 12 and 25 Cigars

THEY IMPROVE THE CIGAR AND WILL IMPROVE YOUR SALES

These boxes are made from Select Cuban Cedar by our exclusive process, and cigars packed in them are guaranteed to retain their original boquet and aroma. Their sanitary qualities are self-evident.

Manufacturers who have used them have met with instant success on the goods packed in them and duplicate orders have quickly followed.

MR. RETAILER:—Ask that your favorite brand be packed in this style. It will cost the jobber no more and should cost you no more. The results will surprise you.

IT'S AN IDEAL WEEK-END PACKAGE

Samples and Prices Upon Request. The Ideal Package for Dry Climates.

TAMPA BOX COMPANY Tampa, Florida

SOL HABANA

Behrens & Co.

Havana, Cuba
Consulado 91-93

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always a little better than Havana's Best

New York Office
80 Maiden Lane

LA DEVESA DE MURIAS HABANA

***Demand* Proves the Value of a Cigar**

Statesmen MILD 5¢ CIGARS

ARE IN DEMAND

JEITLES & BLUMENTHAL, Ltd.
PHILADELPHIA, PENNA.

HONESTLY ADVERTISED NOT MISLEADING

LA SARAMITA

Broadleaf Wrapped Havana Cigars

Real Havana Tobacco Skillfully Blended

Pre-eminent by Comparison

THE SHIELDS-WERTHEIM COMPANY, Cleveland

GIRARD

14 SIZES

10¢ AND UP

Renowned nationally as Quality products

ESTABLISHED 1871

MADE RIGHT IN PHILADELPHIA

Antonio Roig & Langsdorf, Philadelphia.

ROIG'S 5¢ CIGAR

QUALITY EXPERIENCED HELP . . . .

Approved Sanitary Methods Are Three Essential Reasons for their Coast to Coast Demand

"44" Cigar Company
INCORPORATED
PHILADELPHIA

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla.
New York Office: 203 W. Broadway

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CLEAR HAVANA CIGAR
Made under U. S. Bond by
Jose Lovera Co.
TAMPA, FLA.

KILLEBREW & MYRICK'S
"TOBACCO LEAF"

The Leading Authority in Book Form

All about Tobacco From the Plant to the Finished Product
500 pages, cloth bound—$2.00 by mail, prepaid

The Tobacco World Corporation
Selling Agents
236 Chestnut St. - - Philadelphia

BAYUK BROTHERS

FIVE CENT CIGAR
PHILADELPHIA

DIAMOND JOE TRADE MARK CIGAR FACTORY
ESTABLISHED 1850

BEST THAT SKILL, ENERGY AND MONEY CAN PRODUCE
H. FENDRICH, Maker, EVANSVILLE, IND.

5c CIGAR

"The Little Cigar with the Big Demand"—

Add to it ***big value***—and you describe Recruits. Over a million Recruits are smoked daily—and the demand is increasing rapidly. Recruit smokers are Recruit boosters. They like the all-tobacco enjoyment in Recruits—and that cigarette-mildness. They take delight in handing a Recruit to the man who has become tired of cigars. Many of them have been smoking Recruits for years.

Recruit Demand is a Big Asset to Any Dealer

It is a constant—***and growing***—source of revenue. It links his store with the largest brand of its kind in the world. It will introduce him to many new customers in his section.

RECRUIT LITTLE CIGARS — 10 *for* 5c

Are you a Recruit Dealer?

If not, there is a missing link in your profit-making "chain."

H. ELLIS & CO.
Branch,
Liggett & Myers
Tobacco Co.

EYES DE ESPAÑA

Clear Havana Cigars

Lopez Hermanos
Makers

New York Office: 250 Fourth Ave.
Factory: Tampa, Fla.

Meet me at the Tuller

For Value, Service, Home Comfort

New **HOTEL TULLER**
Detroit, Michigan

Center of business on Grand Circus Park. Take Woodward car, get off at Adams Avenue

ABSOLUTELY FIREPROOF

200	Rooms,	Private	Bath,	$1.50	Single,	$2.50	Up Double
200	"	"	"	2.00	"	3.00	" "
100	"	"	"	2.50	"	4.00	" "
100	"	"	"	3.00 to 5.00	"	4.50	" "

Total 600 Outside Rooms
ALL ABSOLUTELY QUIET

Two Floors—Agents' Sample Rooms

New Unique Cafes and Cabaret Exellente

"LA MEGA" *MADE IN BOND*

HAVANA CIGARS OF THE HIGHEST QUALITY AND BEST WORKMANSHIP

V. Guerra, Diaz & Co., Tampa, Fla.

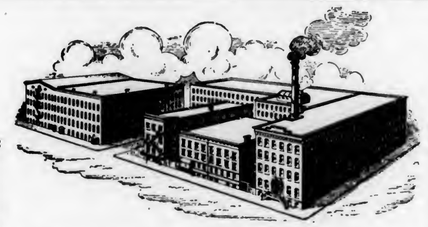
CORRESPONDENCE SOLICITED

JUST THINK 5¢ BUYS A LA FAMOSA EQUAL TO ANY MILD 10 CIGAR

E. Kleiner & Co., Makers, New York

A Favorite with the BEST Cigar Stores Restaurants Hotels and Clubs

Manufacturers
PEDRO CASTRO & CO., Tampa, Fla.
New York Distributers
LOUIS G. SMITH & CO., 52 Beaver Street



I. LEWIS CIGAR MFG. CO.

NEWARK, N. J.

LARGEST INDEPENDENT CIGAR FACTORY IN THE WORLD

MAKERS OF SUCH FAMOUS BRANDS AS

FLOR DE MELBA, JOHN RUSKIN, SUBWAY, GOLDEN EAGLE, SENATOR EVARTS, TELONETTES, ALLENETTES, MANILLANETTES, COBS AND OTHER BRANDS AS LISTED IN OUR CATALOG

ALL LIVE DEALERS carry our entire line. Backed up by extensive national advertising—our merchandise sells fast. A profit-sharing voucher for the consumer attached to all cigars and enclosed in package goods. Additional vouchers in all boxes. If your jobber cannot supply you, write us and send us his name. Get in line—don't let the dealer in your block get all the business. Write to-day—we'll send you our new Profit-sharing Catalog free.

SIGNS! SIGNS!!

But Why Specify Eclipse Signs?

This question was put up to a well-known cigar manufacturer who is a big user of our high grade Paper Enameloid Signs. This is what he told the man who made the above query:

"We find that ECLIPSE PAPER ENAMELOID SIGNS are one of the biggest selling forces we have ever used in reaching the consumer."

Our Paper Enameloid Signs SELL Cigars—that is the answer to the fact that Sales Managers WHO KNOW always specify ECLIPSE PAPER ENAMELOID SIGNS in planning their campaigns to sell the consumer.

Our success with Eastern cigar manufacturers is resulting in a big awakening in the Middle West. If you have not done so, write now for samples of our effective and striking signs. We cater exclusively to manufacturers.

Don't Place Your Order
FOR
Tin Cans or Cigar Boxes

At least not until you have sent us samples for our prices. Our lithographed tin cans are examples of the finest workmanship in this line while our cigar boxes are remarkable for their quality.

We are the originators of some of the best selling packages on the market and will be glad to submit samples of our work on request.

Don't Place Your Order Until You Write Us

Save time and money by getting our prices first.

We are able to handle lithographic work relative to the cigar industry and can submit samples of some of the best German Process work done in America.

Write Us First then Compare Prices and Quality with those of our Competitors

Wiedmann-St. Louis Cigar Box Co.
1117 N. BROADWAY ST. LOUIS, MO.

Repeats Like a Winchester

5c.-Rocky Ford Cigars-5c.

Delicious Flavor
Made at our Newark, N. J. Factories

We also manufacture at our several factories located at Pittsburgh, Pa. the celebrated

[Pittsburgh "FAMOUS" Stogies]

The jobber's biggest asset in the 2 for 5c. line.

Our 2 for 5c. and 3 for 8c. lines of CIGARS and STOGIES are so extensive that space does not permit mentioning

Write for full information and prices

UNION AMERICAN CIGAR COMPANY
28th and Smallman Sts. Pittsburgh, Pa.

EVARISTO HERRERA, SAN MIGUEL 85 HABANA, CUBA

Manufacturer of the celebrated Habana Cigar Brands

Flor de P. A. Estanillo
Flor del Fumar
Elite

Fifth Avenue Cigarettes

The Union Made Cigarette of Quality Bearing Union Label

Ten cents per package of ten. Mouthpiece, Cork Tip, Plain

Live Distributors Wanted

I. B. KRINSKY
207 North 4th Street . . . BROOKLYN

THE
Key West Cigar Factory
Factory No. 413, KEY WEST, FLA.

Office and Salesroom:
43 to 47 W. 33d St., New York

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
401-405 E. 91st Street, New York

G. S. Nicholas & Co.
41 and 43 Beaver Street, New York

DIRECT IMPORTERS of the highest grades of Cigars manufactured by the

Independent Factories of Havana

all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

Price List Mailed Upon Request.

Graham Courtney
"MILD HAVANA BLEND"
They Lead the Leaders
26 SIZES
Acker, Merrall & Condit Company
135 West 42nd Street, New York

GREATEST SUCCESS IN HABANA'S CIGAR HISTORY
ROMEO Y JULIETA
RODRIGUEZ, ARGUELLES & CO.
A Success of Quality
THIS FACTORY HAS TODAY THE ENORMOUS PRODUCTION OF 85,000 CIGARS A DAY. IN DEMAND BY CONNOISSEURS IN EVERY COUNTRY OF THE WORLD
U. S. Representative: Wm. T. Taylor, 93 Broad St., N.Y. City.

COPENHAGEN
Chewing Snuff

We guarantee Copenhagen Snuff is now and always has been absolutely pure.

It is made of the best, old, rich leaf tobacco. The Snuff Process retains the good of the tobacco and expels the bitter and acid of natural leaf tobacco, making Copenhagen the **World's Best Tobacco for Both Chewing and Snuffing.**

Whenever a dealer has any difficulty in obtaining his supply of Copenhagen Chewing Snuff satisfactorily, we will help him if he will write us.

WEYMAN-BRUTON COMPANY
50 Union Square North **New York, N. Y.**

Why Is It Necessary To Advertise the Imported Sumatra?

The REASON:

American Sumatra Tobacco

Grown by

AMERICAN SUMATRA TOBACCO CO.,
142 Water Street, New York

OMAR

TURKISH BLEND

CIGARETTES

20 *for* 15¢

Valuable Coupon in Every Package

TIGHT BINDING

Over 1000 Dealers in New York During 1914 Stocked

MI FAVORITA

CLEAR HAVANA CIGARS

The flower of perfect tobacco manufactured in bond has maintained "Mi Favorita" Clear Havana Cigars at the forefront of all brands. Quantity shipments from factory.

MI FAVORITA CIGAR CO., Inc.

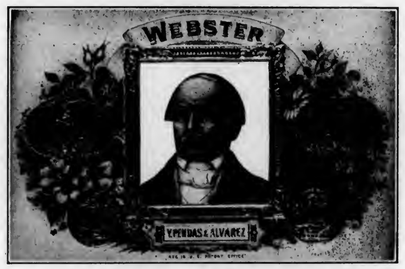
Key West, Fla. 529 West 42nd Street, New York

"The Park & Tilford Standard"

Established 1867 Our Motto "Quality

Y.PENDAS & ALVAREZ

WEBSTER



Clear Havana Cigars

Office and Salesroom, 209 Pearl St.
NEW YORK CITY

TAMPA FLA. HAVANA CUBA

Fancy Cigar Boxes

made by

Henry H. Sheip Mfg. Co.

Columbia Ave. and 6th St.

PHILADELPHIA

Like his big 10c. brother

LITTLE WM PENN

is "good thru and thru"

½ the size — ½ the price

A *real* little cigar

5c.

THEOBALD & OPPENHEIMER CO.,

1020 SECOND AVENUE, - NEW YORK.

M. MELACHRINO & CO., Inc.

EGYPTIAN CIGARETTES

You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

GRAND DEPOTS OF M. Melachrino & Co., Inc. { London, 8 Regent St., S. W. Capetown, South Africa Calcutta, 10 Government Place Alexandria, Rue Chanif Pacha CAIRO, Head Office and Factory Hamburg, 18-20 Grosse Backerstrasse

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214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXV. PHILADELPHIA AND NEW YORK, APRIL 1, 1915. No. 7.

G. J. WHELAN RETIRES AS HEAD OF UNITED CIGAR STORES COMPANY

Leaves Management at Age of Fifty—Men He Has Trained to Take Charge—Accumulated Fortune in Retail Tobacco Business

New York City.

ON his fiftieth birthday, Saturday last, George J. Whelan, founder of the United Cigar Stores Company, the United Profit-Sharing Corporation and the representative of the controlling interest in the Riker & Hegeman Drug Company, announced his retirement from active business. The group of younger men who have been gradually trained to the management of the United Cigar Stores Company and the other companies which have been controlled by Mr. Whelan and his associates, will now have an opportunity to prove their ability.

Mr. Whelan's retirement, of exceptional interest to the entire tobacco industry, came as a great surprise even to his close friends. While he withdraws from active business, it is understood that he will maintain his holdings but has delegated the management of the companies in which he is interested to the young men who have been under his tutelage for the past few years.

George J. Whelan started in the retail tobacco business in Syracuse, N. Y., when a boy and opened a store of his own when only twenty years of age. Several of his brothers, among them C. A. Whelan, now president of the United Cigar Stores Company, became associated with him. He shortly opened several stores in the upper part of this State and soon conceived the idea of a countrywide chain of cigar stores. This required capital and Mr. Whelan succeeded in convincing James B. Duke, then president of the American Tobacco Company, of the value of the enterprise and the creating of the great chain of cigar stores was begun.

Up to three years ago Mr. Whelan confined himself strictly to the retail tobacco business. He then turned his attention to the manufacturing end and organized the Tobacco Products Corporation. Toward the close of 1913 he secured control of the Riker-Hegeman Drug Company, the name of which has since been changed to the Riker & Hegeman Company. He has introduced into its selling methods many of the devices which made the United Cigar Stores so successful. It has been rumored recently that a consolidation of the United Cigar Stores and the Riker & Hegeman Company is planned.

A year ago the United Profit Sharing Corporation was founded for the capitalization of the coupon idea, which proved such a success in aiding to market the United Cigar Stores Company products.

The United Cigar Stores Company is said to be the largest lessee of property in this country, its leases covering more than $100,000,000 worth of ground floor properties alone.

Mr. Whelan said he believed he had made money enough. The greater part of his fortune has been accumulated within the last fifteen years, and although no estimate could be secured, it is believed that he is among the wealthiest of the country's retailers. His son, Sidney S. Whelan, recently elected a director of the Riker & Hegeman Company, probably will succeed his father.

MOVE TO CONSOLIDATE "UNITED" AND RIKER & HEGEMAN COMPANY

Merger Nears Completion—Sidney S. Whelan Becomes Drug Chain Director—Many Stockholders Said to Favor Consolidation

New York City.

WITH the election of Sidney S. Whelan and William J. Norcross to the directorate of the Riker & Hegeman Company, plans for the consolidation of the United Cigar Stores Company and the Riker & Hegeman Drug Company take form.

At the annual meeting of the Riker & Hegeman Drug Company, held recently, J. H. Marshall, F. I. Becton, George Ramsey and E. D. Cahoon resigned as directors, and with the election of S. S. Whelan and W. J. Norcross the number of directors was reduced from fourteen to twelve. Sidney S. Whelan is a son of George J. Whelan, who about a year ago with his associates took over some $3,600,000 of the $7,000,000 common stock issue of the Riker & Hegeman Drug Company. This purchase gave G. J. Whelan and his friends control of the Riker & Hegeman Company. W. J. Norcross has been general manager of the New England States for some time.

At the organization meeting which followed the directors' meeting, John S. Alley was elected president to succeed A. H. Cosden; W. J. Rash was elected vice-president to succeed J. S. Alley, while D. J. Cotter became secretary to succeed R. B. Wattley.

The matter of actual exchange of shares has not yet been decided upon, but it is stated that many stockholders in both chains are favorably inclined toward the consolidation.

After Mr. Whelan secured the $3,600,000 in the Riker & Hegeman Drug Company, a new concern known as the Corporation of Riker & Hegeman Stock was formed. In this operating company Mr. Whelan is said to hold $2,000,000, so that he still maintains control.

During the past year the sales methods of the United Cigar Stores Company have been introduced into the Riker & Hegeman Company. While these changes incurred a heavy expense, it is the belief of Mr. Whelan and his associates that the money was well spent.

It will probably take some days before the actual details of the consolidation are worked out, but the merger has been rumored in financial circles for several weeks and it is expected that the plans will now be consummated shortly.

Knickerbocker.

"Stratford" in Sanitary Humidor Display Case

"Stratford" cigars will shortly make their appearance on the retail counters in a handsome white humidor display case. The word "Stratford" appears in red on the ends of the humidor. The clean white "Stratford" label with the name in gold is set off to a splendid advantage by these new display cases.

The P. A. Becker Company, of Brooklyn, is manufacturing this patented feature, which is to be used by the El Draco Cigar Manufacturing Company, who are the makers of "Stratford" and other brands.

THE TOBACCO WORLD

ESTABLISHED 1881

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH BY
THE TOBACCO WORLD CORPORATION

J. LAWTON KENDRICK, Treasurer

PUBLICATION OFFICES

236 CHESTNUT STREET
PHILADELPHIA

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TAMPA MILWAUKEE LANCASTER CINCINNATI
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ST. LOUIS NEW ORLEANS BALTIMORE
HAVANA, CUBA, OFFICE—ZULEATA 36, CARLOS M. WINTZER
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Single Copy ..... 15 Cents

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Vol. XXXV APRIL 1, 1915 No. 7

CIGAR MANUFACTURERS' ASSOCIATION OF AMERICA

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It is a pleasure to congratulate M. A. Gunst & Company on their innovation which is announced to the trade. Hereafter their cigars will have the size "Marked on the Band."

Locating the Size

This is the logical place for such a mark as far as the smoker is concerned, and he is the one most concerned.

The next thing for some person who desires his name to live after him, is to standardize the names of sizes. The ordinary Londres, Perfecto, Panatela and Invincible sizes has assumed a hundred names at the hands of the various manufacturers, although the shapes perhaps do not vary at all from the standard size.

What a pleasure it would be to ask for an Invincible size cigar of a certain brand and have it passed over the counter to you with the word "Invincible" plainly marked on the band. Instead, when you go in and ask for a certain brand in the Invincible size the clerk usually informs you that it is not made in the Invincible size, but that they have several shapes very similar to it. Then he rattles off a list of names that sounds like a Pullman inspector checking out the sleepers on the Overland Limited.

It takes a big man to quit. The announcement made public last Saturday that George J. Whelan, founder of the United Cigar Stores, had retired from active business on his fiftieth birthday, shows another facet of the character of this able commercial genius who has been such a tremendous factor in the tobacco industry for fifteen years past. Mr. Whelan has incurred the enmity of thousands of retail cigar dealers who considered his chain of stores a menace to their livelihood, but nevertheless, as we have stated before, his work in improving the retailing of cigars, cigarettes and tobacco will live years after he has passed into the Shadowland.

Honor Where Due

To him, and his associates, the public owes much in the way of modern methods of handling goods, cleaner, brighter stores, courtesy on the part of clerks, and this improvement has not been confined to the stores of the United Company alone. Thousands of independent dealers have taken warning at the favor which the public bestowed upon United stores and have fitted up their establishments so that they could properly compete, and such dealers as these have never held Mr. Whelan up to anathema.

And now at fifty, just in his prime, with an ample fortune at his command, he withdraws from the firing line to give place to younger men. This indicates that there is something else in his life greater than the accumulation of money, and this very fact stamps him as a notable personage, and one who deserves that which he has won in the strenuous conflict. Americans, especially our economic students, have always shuddered at the tendency of our capitalists to continue piling up millions solely for the greed of money and power.

We wish for Mr. Whelan many years of happiness and enjoyment in the finer realms of life.

* * *

It is peculiar what a pernicious bug is the reform bug! It is more singular to notice that reformers are the most intolerant, impracticable set of people on the face of the universe, and yet the most dogmatic in forcing an issue which they champion.

The Grape Juice Age

This country is today in the most perilous condition which it has confronted since the Civil War, and in our opinion it is due almost entirely to the attitude of the men who seem to be dominating our government policy at Washington. Eliminating the President, in whose wisdom we have much faith, we find that the chief executives of the United States are men who have no toleration for other men's opinions, and who are determined to carry out policies which would seem to spell financial disaster to the country at large. From every quarter, they seem to delight in attacking our great business interests, and the result is that the same type of men in the individual States are having a big inning.

Our tarif was reformed. Result,—a business stagnation unequalled for decades. Also an income tax, which put an additional burden on the moderate wage earner.

Our Navy has been reformed. Result,—our naval officers, whose honor has always been a by-word, are reduced to the extremity of sneaking in a bottle of wine to entertain visiting officers, who do not understand the great Chautauquan principle of making everybody do as you think.

Our beer and liquor industry has been receiving an unprecedented amount of reform attention. Result,—the United States Government's receipts for the next fiscal year will be cut $5,276,835 during the coming year. The reform cost over $2,000,000 last year.

And right here it is interesting to note that Assistant Secretary of the Treasury Peters stated in an interview last week, that if present conditions continue, we should get our

scholars to work preparing new and more ingenious methods of direct taxation.

And now what is the tobacco industry facing? Does any sane man think for a moment that it will be exempt? Not for a minute. The moment they have an opportunity, the same interests which are backing the prohibition movement in this country will attack the cigarette and tobacco industries with zealous fury. We hear men say that the tobacco and liquor interests are classified separately, but it is not the case. All efforts to prevent the levying of the additional war tax recently enacted on the tobacco industry were bitterly fought, and victory won, by the same folks. We once heard Secretary Bryan state that he had no more use for a man that smoked or used tobacco than for a man who drank liquor. Our personal experience has been that the finest, noblest men we ever knew both used liquor moderately and smoked as well, but unfortunately the dominant influence at Washington today savors of Salem times, and the great question is, "What are we going to do about it?"

In a recent editorial, our esteemed contemporary, "The Tobacco Leaf," expresses the belief that ultimate prohibition of the liquor traffic in the United States is inevitable, and advises cigar interests which are allied with liquor interests to "get from under." With this opinion we can hardly concur, though superficially it does appear to be correct. But, in rebuttal, we say who is going to provide the $227,000,000 deficit which national prohibition would entail? With our custom receipts at their lowest ebb, and a heavy income tax now, also a war tax, even the most rabid of our legislators will hesitate when the final stage is reached.

In the Southern States, wherein the prohibition forces have made their greatest headway, it is well understood that the negro problem has swayed the general State vote for prohibition, with the full knowledge on the part of the citizens that the law would be practically a dead letter, but if it came to a vote today, for an amendment to the United States Constitution prohibiting the sale of liquor in the United States, we believe that it would fail to carry in a single Southern State.

The tobacco industry and the liquor industry of the United States are most closely interwoven in their interests, and it is almost an impossibility to divorce them. While the corner saloon peddles out the cheap cigars which keep the little "Buckeyes" running, the fine cafes are the most valuable distributing centers for our finer grades of cigars, cigarettes and tobacco. Take away the licenses of our Broadway restaurants and cafes for one year and note what a dire effect it will have on the cigar trade of New York City.

Fifteen years ago, one of the shrewdest brewers in the United States told us that, in his opinion, national prohibition would be effective in the United States within ten years from that date. Last year, the same man built a $500,000 addition to his brewery. He does not think so, now.

We believe that the spasm will be cured when our legislators seriously start figuring, but in the meantime it behooves the tobacco industry to stand firmly with the other great industry which bears so much of the brunt of running this great country's business.

Active Trading in "United" Stocks

Renewed interest in United Cigar Stores featured trading on the New York curb on Tuesday, the new stock selling up ⅛ to 10 on transactions aggregating 16,000 shares. The old stock advanced 1 point to 101. United Profit Sharing eased off a fraction to 3 7-16.

METROPOLITAN AGAIN DECLARED IN CONTROL AND DISSOLUTION ASKED

Independent Tobacco Jobbers File Complaint—Investigation Being Conducted by United States District Attorney—Government Report in About Three Weeks

New York City, March 30th.

THE Independent Tobacco Jobbers' Association are after the Metropolitan Tobacco Company again, and today filed a complaint with United States District Attorney H. Snowden Marshall, asking for its dissolution, alleging that the American Tobacco Company has again resorted to the practices which were complained of two years ago. An investigation of the charges is being conducted by Assistant District Attorney C. A. Thompson. The charges were filed by H. H. Hunter, counsel for the plaintiff. A report from Mr. Thompson is expected in about three weeks.

It is charged that the Metropolitan Tobacco Company has again been placed in full control of the sale of tobacco to independent jobbers in violation of the dissolution order of the United States Circuit Court of Appeals, following the decision of the United States Supreme Court in the Sherman lawsuit against the American Tobacco Company. Before the dissolution proceedings the Metropolitan Tobacco Company acted as exclusive jobber for the American Tobacco Company for what is known as the Metropolitan District. This district includes all of New York and Brooklyn, that part of New Jersey north of Trenton, the county of Westchester and the southern portion of Connecticut.

In August, 1913, the Independent Retail Tobacconists' Association filed a complaint against the Metropolitan Tobacco Company. This resulted in the American Tobacco Company opening the market to all jobbers, but did not bring about the dissolution of the Metropolitan Tobacco Company. In January of this year the complaint filed by Mr. Hunter alleges that the American Tobacco Company notified all dealers in writing that they could not buy direct from them, but were to make their purchases from the Metropolitan Tobacco Company, which company it was stated would handle all the products of the American Tobacco Company exclusively.

The complaint filed by Attorney Hunter wants the American Tobacco Company ordered to sell all jobbers and asks that the Metropolitan Tobacco Company be wound up as an illegal combination. Mr. Hunter also asks the United States District Attorney to fully investigate the New Jersey Tobacco Company, especially as to its conduct and method of doing business in the so-called Metropolitan District, and asks that it be dealt with according to law.

The fight between the independent tobacconists and the American Tobacco Company was waged for several years prior to August, 1913. It was contended that not only did the American Tobacco Company control the sale of its products through the Metropolitan Tobacco Company, but that it also created the United Cigar Stores Company, which invaded the retail field. The decision of the United States Circuit Court of Appeals following out the order of the Supreme Court at Washington split up the various tobacco companies and tended to place the small retail tobacconists on an equal footing with the United Cigar Stores Company, as they could buy from the manufacturer instead of the Metropolitan Tobacco Company.

Assistant District Attorney Thompson is expected to make his report in about three weeks, deciding whether the Government should take action on the complaint.

IRREGULAR PAGINATION

H. Duys & Company at Sumatra Inscriptions

Advices received from Amsterdam recently by the New York importing house of H. Duys & Company, relative to the spring inscriptions held in that city, are to the effect that the crop, as a whole, is a great disappointment. The market was extremely high and there was a scarcity of suitable light tobacco for use by American manufacturers. At the inscription of Friday, March 26th, the House of Duys secured 190 bales of Sumatra tobacco some of which were numbered as follows: "Deli My / E," "Amsterdam Deli Cie / A," and "RDM / PB / Deli." In all, 1200 bales were secured by America. There were large quantities of medium and heavy tobacco not suitable for this market, therefore competition was keen for the good yielding parcels.

Sanchez & Haya Goods for Seaside Resorts

D. Harry Maulsdale, whose connection with the Sanchez & Haya Company, Factory No. 1, Tampa, dates back for a number of years, was in Philadelphia this week, preparing for a campaign at Atlantic City and other seashore resorts.

Mr. Maulsdale will work with the Philadelphia distributors, Terry & Duncan, with headquarters at Tenth and Chestnut Streets, who since the opening of the store located at 111 South Broad Street, this city, have increased the sales on these bonded cigars to a considerable extent.

New Cigar Stand for Jacksonville

There being no competition within a mile of his location, Frank Delgado, who plans to open a drug store at 1860 Oak Street, Jacksonville, Fla., within a few days, and which is to include a cigar department, should have no trouble in making a success of his undertaking. Among the brands which Mr. Delgado will handle are "Cuesta-Rey," Cuesta, Rey & Company; "La Preferencia," "Jose Vila," Berriman Brothers; "Cinco," Otto Eisenlohr & Brothers; "Principe de Gales," American Cigar Company; "Melachrino," "Pall Mall" and "Philip Morris" cigarettes.

"Gato" Brands Moving Well

G. W. Thompson recently put in a couple of days at Memphis, Tenn., in the interests of the "Gato" cigar, manufactured by E. H. Gato Cigar Company, Key West, Fla. Recently, also, F. J. Gleichman, of this company, made arrangements with R. D. Bakrow & Brothers, Louisville, Ky., whereby this company takes on the jobbing representation of the "Gato." They will handle the following sizes: Panama, fifteen cents straight, and Napoleon, Marconi, Londres Blunt and Key West Grande, all selling at two for a quarter.

Many Brands Carried by Omaha Hotel Stand

Among the brands carried by the cigar department of the Castle Hotel, recently opened on South Sixteenth Street, Omaha, Neb., and which department is under the supervision of Miss Clara Frye, aided by Miss Flaherty, are "Partagas," "Hoyo de Monterrey," "San Martin & Leon," "La Corona," "Lovera," "Sanchez & Haya," "Principe de Gales," "Osmundo," "First Consul," "Juan de Fuca," "El Sidelo," "Princess Mercedes," "Læ Saramita," "Webster," "El Roi-Tan," "Muriel," "El Tello," "Tom Moore," "Charles Denby," "La Azora" and "Royal Banner."

"El Roi-Tan" Reid, Murdoch & Company Leader

Recent reports from the cigar department of Reid, Murdoch & Company indicate that the cigar sales are averaging well, due, no doubt, to the quality brands which the house handles.

Sales on "El Roi-Tan," the ten-cent leader, are showing growth. This cigar has a wide distribution in Chicago and adjacent territory.

Philadelphia Notes

Yahn & McDonnell, of Philadelphia, have taken on the "Rose Tip Themelis" cigarette, manufactured by Themelis Brothers, 333 Fifth Avenue.

Duplicate orders on "Girard" and "Dollar" cigars, are reported by Lewis Aarons & Sons, jobbers and retailers, of Cambridge, Mass. Both cigars are manufactured by Antonio Roig & Langsdorf, of Philadelphia.

W. D. Duncan, who covers local and adjacent territory for San Martin & Leon, Tampa, Fla., leaves this week for a trip throughout the Keystone State. Mr. Duncan plans to visit the mining centres, and will pay especial attention to Wilkes-Barre and Scranton.

Samuel C. Jeitles, of Jeitles & Blumenthal, Limited, 119 South Eleventh Street, has returned from a successful trip through the Middle West. Business on "Flor de Jeitles," "Statesmen," "Masterpiece" and "Tungsten" brands keep the factories on a full banded and full time schedule.

The Nightingale Cigar Company have been successful in placing their "Nightingale Miniatures" with the leading dealers in Philadelphia during the past fortnight.

These miniature smokes are displayed upon the counters of local dealers in attractive glass and nickel cases, and are receiving the support of the public.

Boston Stores Feature "Mi Favorita" Cigars

Many window displays of "Mi Favorita" cigars have been noticed in Boston recently, due to the efforts put forth by Charles B. Perkins & Company, the sole New England distributors. "Mi Favorita" is taking well with the retail trade and dealers report that the brand is moving nicely.

Waitt & Bond Increase Force

Waitt & Bond, the well-known cigar manufacturers of Boston, making "Blackstone" and "Totem" cigars, have recently increased their force by fifty cigarmakers The increasing demands for the firm's brands made it necessary to increase the factory hands.

Patents of Interest to Tobacconists

Tobacco Case, No. 1,129,636. Hugh D. Burns, Chicago, Ill. February 23, 1915.

Cigarette Case, No. 1,129,481. Charles E. Hansen, Providence, R. I. February 23, 1915.

Holder for Lighted Cigars, No. 1,132,201. William F. McManus, Shawnee, Okla. March 16, 1915.

Cigarette Case, No. 1,131,856. Patrick S. O'Donnell, assignor by mesne assignments to Automatic Magazine Cigarette Box Company, Chicago, Ill. March 16, 1915.

Machine for Applying Bands to Cigars, No. 1,132,209. Paul Pierson, Chicago, Ill. March 16, 1915.

Cigarette Cork-tipping Machine, No. 1,131,790. Vincent and J. Ragona, New York, N. Y. March 16, 1915.

Cigarette Cork-tipping Machine, No. 1,131,791. Vincent and J. Ragona, New York, N. Y. March 16, 1915.

Tobacco Pipe, No. 1,133,015. Joseph N. P. Fournier, St. Hyacinthe, Quebec, Canada. March 23, 1915.

Emil Kleiner, of E. Kleiner & Company, manufacturers of the "Lord Macaulay" cigar, was a recent visitor to the Boston market.

Made-in-Bond Nickel Cigar Now on Market

WHILE there are a number of five-cent cigars on the market which are claimed to be clear Havana, it has remained for the American Cigar Company to put out a cigar under the made-in-bond stamp, to retail for five cents.

This cigar, which has recently made its appearance in this city is the Babies size of "El Principe de Gales," which goes to the trade at $38 per thousand. Reports indicate that it has taken well with the consumer. It is handsomely packed and is sealed with the made-in-bond stamp which guarantees that it is made under government supervision in a bonded factory, and that nothing but Cuban tobacco has been used in its manufacture.

Dusel, Goodloe & Company have charge of the distribution of this new size in this territory.

"Adlon" and "44" Salesmen Busy

"44" cigars are moving nicely in Iowa, North and South Dakota, due to the efforts of the Iowa distributor. In Boise, Idaho, this popular brand receives exceptional attention.

The "44" brand packed in cans is showing phenomenal development through the Ogden, Utah, distributor. M. Zander, representing the factory in Oklahoma, writes that "44" cigars are constantly growing in demand in that territory.

"Adlon" and "44" cigars are showing large increases in Indiana, through the efforts of F. D. Crawford and his sales force. Tillman Funk states that the brands of the "44" Cigar Company are well placed throughout South Carolina where he is at present representing the factory.

Fifteen years ago M. A. Funk planted the "44" cigar in Delaware, and it is stated that today its sales outnumber those of any five-cent cigar on the market.

John Finnegan, Central New Jersey representative on "44" and "Adlon" brands, has given his employers cause to realize that his ultimate success is assured.

"Kawana" Nickel Brand Havana-Wrapped

M. Goldberg, Seventh and Arch Streets, has recently introduced a new nickel brand to the trade under the name of "Kawana." This piece of goods is claimed to be of unusual excellence and is Havana-wrapped, an unusual departure in nickel cigars. The brand is being well handled by dealers locally and the manufacturer finds that repeat orders are coming in rapidly.

In addition to the "Kawana" brand, Mr. Goldberg also makes the "Panama Ribbon," "Cuban Mentor" and "Mount Aurum" in five-cent goods, and the "Imperial Edward" to sell at ten cents.

Contopoulo Brothers' Cigarettes in Philadelphia

WILLIAM H. NORDEN, general sales manager for Contopoulos Brothers, 35 Warren Street, New York City, closed some attractive business for the lines of Turkish cigarettes manufactured by this firm while in Philadelphia this week.

The brands which Mr. Norden has been specializing on are the "Contopoulo Specials," a package of ten which retails for twenty cents, "Lepton," a fifteen-cent package, and "Olympus," which is a package of twenty for fifteen cents. These goods are made with either cork or plain tips, and where once introduced have proven good repeaters.

This firm have warehouses located in Cavallo, and a resident buyer and manager facilitates the buying of the best grade of Turkish tobacco in the leaf. In order to secure the full fragrance and mellowness of the tobacco, some of the stock in these warehouses is more than seven years in ageing.

Prior to his present connection, Mr. Norden was associated with the Havana-American Company, of New York City.

Abelson-Karnofsky

Among the weddings recently celebrated in Wilkes-Barre, Pa., was that of Meyer Abelson, general manager of the Wilkes-Barre Cigar and Tobacco Company, to Miss Julia Karnofsky. The marriage took place in Concordia Hall, Wilkes-Barre, on March 16th.

Conspicuous among the representatives of the cigar and tobacco industry present were Charles Bobrow and L. M. Walters, the former being head of Bobrow Brothers, manufacturing the "Bold" cigar, while the latter is their well-known Eastern representative.

Mr. and Mrs. Abelson left immediately after the ceremony for a honeymoon trip which included stops at Philadelphia, Atlantic City, New York and Niagara Falls. While Mr. and Mrs. Abelson were in Philadelphia they were extensively entertained by the Messrs. Bobrow.

Mr. Abelson, accompanied by his charming bride, will return to Wilkes-Barre on April 1st.

Claude Turner, representing Salvador Rodriguez, whose brand of "Charles the Great" is steadily increasing in popularity among smokers of good cigars, closed some mighty attractive business while in Philadelphia last week.

Robert Ellis, sales manager for Luckett, Luchs & Lipscomb, has just closed a successful campaign on "Reynaldo" cigars, which Yahn & McDonnell will distribute throughout the local territory.

Cincinnati

"Nightingale Miniatures" Featured in Many Stores—Balbin Brothers' "Elisardo" Represented by Goehring—Regensburg "Admiration Fads" Meeting With Favor

Cincinnati, March 27th.

DEALERS claim that Lent has cut into their box trade to some extent and hold that to be the reason for some of the stagnation which the trade has been feeling. Now that the Lenten season is near an end the tobacconists and jobbers look for a good revival in the demand for cigars and cigarettes.

"Nightingale Miniatures," made by the Nightingale Cigar Company of New York, are extensively featured in the Dow drug stores. They have recently been added to the stock of S. Frieder & Sons.

A recent visitor to the city was A. L. Sylvester, president of the American Cigar Company.

Sidney Goldberg, representing Simon Batt & Company, of New York, manufacturers of the well-known "La Verdad" brand, was a caller among the trade.

Oscar Gassman has taken on the "Charles Denby" brand and stated that it is moving well. "Charles Denby" is a popular five-cent smoke hereabouts. Strobl Brothers have also taken on this brand recently.

S. Frieder & Sons are giving considerable attention to the "Reynaldo" brand. Steve Herz, representing Arnheim, Herz & Ellis, has been in town putting in some good work on this famous cigar.

The new representative of Balbin Brothers, A. M. Goehring, made his first visit to this city the other day in the interests of the popular "Elisardo" brand made by that firm. This brand is made in bond in Tampa and has taken well wherever placed.

Henry Straus is expected back in town shortly. He has been in Hot Springs recuperating.

Straus Brothers & Company report a good demand for the "Admiration Fads," recently marketed by E. Regensburg & Son. Myer Schwed, representing the factory, was in town the other day and secured some nice repeat business on the brand.

J. B. Moos Company is putting on a campaign in the interest of the "Palma Villa" five-cent cigar, made by the American Cigar Company.

Robert E. Lane, of "Partagas" fame, stopped off here the other day en route to the Pacific Coast.

J. B. Moos Company have completed arrangements for the distribution of the "Dry Slitz" stogie, manufactured by the Standard Cigar Company, of Pittsburgh. This brand retails at two for five cents.

"Murad" and "Egyptian Deities" cigarettes are receiving considerable attention about town. William Goldstein and W. J. Hallauer are working the trade on these brands at present.

A new stogie brand recently introduced by Greenwold Brothers is "California Peaches." They retail three for a dime. They are packed in attractive tin cans and are "Made in Cincinnati."

Itan.

"Rocky Fords" in Tacoma

Report received from the Tacoma Grocery Company, Tacoma, Wash., is to the effect that they are well pleased with the business being done on the "Rocky Ford" brand, manufactured by the Union-American Cigar Company, of Pittsburgh, Pa. They state that the demand for this cigar increases weekly.

Trade Jottings

"Business is steadily improving," is the word at the factory of the "Mi Favorita," Key West.

"El Roi-Tans" are being featured by the cigar stand of Guy Tresslar, McCall Building, Memphis.

Good demand for "El Telegrafo" cigars is reported by the Jenkinson Company, Pittsburgh, Pa.

Extensive business is being done by the Bock-Stauffer Company, of Pittsburgh, Pa., on the favorite "El Roi-Tan" cigar.

The Longfellow size of the "Flor de Moss" cigar was recently added to the varied stock of the Orpheum Cigar Store, Portland, Ore.

Good business on "San Felice," manufactured by the Deisel-Wemmer Company, is reported by the A. S. Goodrich Company, of Milwaukee, Wis.

Balbin Brothers, Tampa, Fla., report good work in Cincinnati territory by A. M. Goehring on the popular "Elisardo" cigar, manufactured by that company.

A campaign on "La Verdad" cigars, manufactured by Simon Batt & Company, New York, is now in progress by the L. G. Deschler Cigar Company, of Indianapolis, Ind.

The Rush Manufacturing Company, Reading, Pa., announce that their Mr. M. Sachs, Jr., has placed with the Peregoy & Moore Company their brand the "El Rusheo."

M. S. Elmendorf succeeds Clyde Marion as manager of the cigar department of the New York Athletic Club. Mr. Elmendorf is both well known and popular in the cigar trade.

A campaign on "Rey-Oma" cigars, manufactured by Sig. Mayer, of Philadelphia, Pa., is now being conducted in Cincinnati, Ohio, among the retail stores by Dan Wolf, a local jobber.

Good business on the Selectos shape of the "Charles the Great," manufactured by Salvador Rodriguez, is reported by the Washington Street shop of Si S. Rich, Portland, Ore.

"Centropolis," manufactured by A. Santaella & Company, distributed in Seattle, Wash., by the National Grocery Company, of that place, is making friends for itself in that territory.

Announcement is made that the cigar department privileges for the new William Penn Hotel, now being erected at Pittsburgh, Pa., have been secured by Acker, Merrall & Condit Company, New York.

Ed L. Taylor, manager of the cigar department of the Onondaga Hotel, Syracuse, N. Y., and which stand is owned by Joseph T. Snyder, states that they are well satisfied with the business being done on the "Henry the Fourth" cigar, manufactured by Bustillo Brothers & Diaz.

Martin Stand in the New Hotel Blackhawk

Herewith is shown the cigar stand of the Martin Cigar Company in the new Blackhawk Hotel, in Davenport, Iowa. This marks the ninth location of the Martin Cigar Company and is one of the finest stands in the country. This company has the exclusive cigar privileges. They have four outlets in the hotel, the billiard room, the bowling alleys, the bar and dairy lunch.

Tampa

Cuesta, Rey & Company Busy With Orders—Regensburg "Admirations" Going Out in Volume—"Tadema" Orders Show Increase

IN these days of "Rotarians," we wonder how many have ever really bothered themselves to acquire name is derived. Webster's New International Dica thorough knowledge of the word from which the tionary defines the word "Rotary" as turning, as a wheel on its axis; resembling the motion of a wheel on its axis. Figuratively speaking, then, a "Rotarian" is one who revolves. Keen observation of the members allied with the movement reveals that they are not digressing from the path which was pointed out for them at the inception of the clan, if so it may be called. The recent visit of the Jacksonville "Rotarians" to our city on March the 17th proved the truth of this assertion. The interest manifested in the process of cigar manufacture, revealed through the visits to the cigar factories of Quiros, Villazon y Ca. and the Tampa-Cuba Company, was certainly wholesome, and augurs well for the future of the "Rotary Club." And while we are on the subject, we cannot help calling the attention of the trade to the fact that Tampa has what is said to be the only "Rotary" cigar factory in the United States. We refer to Quiros, Villazon y Ca. This company manufactures the "International Rotary Cigar" in sixty sizes. Each cigar bears the "Rotary" label. One may, if one desires, obtain a "Rotary" smoke for ten cents, or run the scale up to and including $1 for a de luxe product. Quiros, Villazon y Ca. are well pleased with the success with which the Rotarians throughout the country have received the "Rotary" cigar. The factory is a bonded one.

Among the names of guests inscribed recently on the register of the Tampa Bay Hotel, was that of C. S. Keen, a prominent American Tobacco Company official. Mr. Keene, it was stated, would make an extended stay in the city. He was accompanied by Mrs. Keene.

A. L. Cuesta, Jr., accompanied by his bride, is now in San Francisco at the Exposition. Mr. Cuesta is staying at the Palace. He will, in addition to visiting the Exposition, devote himself to the interests of his company out in that section.

"Admirations" to the number of 70,000 per day, are being sent forth from the Regensburg factory at this time. Jerome Regensburg, who is manager of the local factory, is very well pleased with the volume of business that the factory is doing. He states that they are compelled to employ an extensive force of employees in order to keep up with the demands made on them.

Supplementing the good news from the Regensburg factory, Arguelles, Lopez & Brother, whose "Tadema" brand is well known, state that the orders on this brand are increasing. They say that there is a greater demand for the finer sizes of the brand. Mr. Arguelles' trip to Cuba is reported to have been successful, choice vegas for the factory having been secured.

Cuesta, Rey & Company announce also that the orders coming to the local factory are satisfactory. A. L. Cuesta, Sr., of the company, was a recent visitor to the Havana market relative to the purchase of tobacco for the further manufacture of the "Cuesta" products. It is stated that the company has been rather fortunate in this connection.

Boltz, Clymer & Company, manufacturers of the "Flor de Sterling," a recent product put on the market, state that they are happy in the demand that has grown in the Middle West and on the Coast for this cigar.

V. Guerra, Diaz & Company, manufacturers of the favorite "La Mega," announce their satisfaction with the increasing orders coming into the factory. Francisco R. Diaz, of the company, is just back from a trip to Havana, where it is reported he secured some nice leaf for the firm.

Perfecto.

Moehle Representative Opens Office Here

Henry Harrison, representing the Moehle Lithographic Company, of New York, has recently opened offices in the Heed Building in this city.

Mr. Harrison is well and favorably known among the cigar manufacturers in this section and has secured some nice orders for his new firm.

The Moehle Lithographic Company has long served the cigar trade in a most acceptable manner, and the high class of the labels and bands turned out by this firm has more than maintained its established reputation.

With Mr. Harrison's enthusiasm and wide acquaintance in the trade, it is believed that the office in this city will prove a profitable move.

Deaths in the Trade

J. L. Matthews

While on a recent visit to his son-in-law at St. Louis, James L. Matthews, wealthy former tobacco man, died following an attack of uraemic poisoning. Mr. Matthews was born in Nashville, Tenn., but received his education in the Louisville graded and high schools, to which city his father had removed. Following the completion of his high school studies, the deceased entered his father's tobacco business, known as W. S. Matthews & Company. Later, the elder Matthews was killed through a fall down an elevator shaft in the factory. The son then assumed charge of the business, which position he occupied until 1905, when the concern was taken over by the American Tobacco Company. At the time of changing hands, the Matthews factory was reputed to be the most extensive rehandling company in existence. Following the acquisition of the factory by the American Tobacco Company, Mr. Matthews went traveling. He was married to a Miss Moiselle Troxell, of Louisville, in 1880. She died two years ago. Mr. Matthews was active in religious work and made annual donations to charity. He is survived by his mother, one brother and two sisters.

E. Vanderlip

E. Vanderlip, a well-known member of the cigar trade in Buffalo, N. Y., died suddenly on Friday, March 26th.

Mr. Vanderlip was for a number of years distributor for the J. F. Portuondo Cigar Manufacturing Company, 1110 Sansom Street, Philadelphia, and this firm and its brands secured wide popularity through this channel.

The display rooms in the Hotel Iroquois were peculiarly adapted for the purpose, and many manufacturers sought the co-operation of the resources at the command of the deceased.

Enoch Perkins

Enoch Perkins, a well-known cigar manufacturer, died recently at his home, 26 Beltram Street, Balden, Boston, Mass., following an illness which began in October last. The deceased was connected with the Boston cigar manufacturing firm of Buckley, Shephard & Perkins for many years. Later, he and his son, Frank P. Perkins, manufactured cigars under the firm name of Enoch Perkins & Son. Mr. Perkins was a Civil War veteran, and was a member of the Masons and Elks. One son and a widow survive.

Henry Buckner

Henry Buckner, a cigar manufacturer of Jackson, Mich., was recently found dead on the outskirts of that city with an empty bottle of carbolic acid by his side.

Recently the cigar factory operated by Mr. Buckner was visited by a fire, but the damage was so slight that it is not believed to have had anything to do with Mr. Buckner taking his life. No other reason has been found for the act.

Mutual Profit Coupon Corporation Ready

With the incorporation of the Mutual Profit Coupon Corporation, the Schulte chain of tobacco stores are ready to enter the coupon field. It is announced that the concern is now ready to sign up with any dealers who would like to use Schulte coupons. The coupons will be ready for distribution on May 1st.

The Mutual Profit Coupon Corporation is incorporated for $300,000 capital. D. A. Schulte, Louis Goldvogel and J. M. Schulte are the incorporators. D. A. Schulte is president, Arthur Meyer, vice-president and manager; J. M. Schulte and Louis Goldvogel, vice-presidents.

Robbers Get Cigars and $21 Also

Three young men entered the cigar store of H. N. Robertson, 200 North Fifth Avenue, Chicago, Ill., shortly after he opened up for the day's business.

"What d' you smoke, fellows?" said the tallest one.

When the order had been given, Mr. Robertson turned around. As he again faced the young men he looked into the muzzles of three revolvers.

"Cash," said the tall one, laconically, as he and the others helped themselves to cigars.

The proprietor opened the cash register and drew out $21, which his "customers" took. Then they left and ran west in Lake Street.

Nichols Now Heads Zufedi Cigarette Company

Following the resignation of Walter Campbell, in charge of the operation of the X. Zufedi Cigarette Company, N. E. Nichols, for seven years with Philip Morris & Company, succeeded to the position.

The Zufedi Company is planning to place a new proposition on the market which will sell two packs for a quarter. Quality is Mr. Nichols's watchword, and with the able assistance of Frank Powell, city sales manager, it is believed that the Zufedi brands will grow rapidly in the estimation of the smoking public.

The company is located at 114 Fifth Avenue.

Prosperity Smiles on "55" Cigar

Three million "55" cigars was part of the output of the James B. Harrison cigar factory in Syracuse last year, while 7,500,000 was the total number manufactured in 1914. The popularity of Mr. Harrison's brands has led to plans which will double the present output. Last year between 100 and 140 hands were employed, while at the present 160 are on the payroll.

Former Jobber to Run Retail Store

Sanford C. Bugbee, of Biddeford, Me., until recently senior member of the wholesale cigar and tobacco firm of Bugbee & Brown, has purchased the cigar and candy store of Wilfred Boutin in the Waterboro Block. Mr. Bugbee will carry a full line of cigars, tobacco and smokers' articles.

Carl Jonson

Carl Jonson, who died recently in Rockford, Ill., at the home of his daughter-in-law, was seventy-eight years old. He came to this country in 1890, engaging for many years in the manufacture of snuff in Rockford. He was at one time head of the Rockford Snuff Factory. He is survived by a widow and seven children.

Samuel K. Snavely

Samuel K. Snavely, of Lititz, Pa., died on the 30th inst. The deceased was for many years a dealer in leaf tobacco and was also a cigar manufacturer. He was sixty-two years old.

The Panama Exposition Exhibit of Cuesta, Rey & Co.

The exhibit of Cuesta, Rey & Company at the Panama-Pacific Exposition displays more originality in subject and execution than is usually attempted. As indicated by picture above, the kiosk is of triangular shape, each angle decorated with a hand-carved figure, true to life in every detail.

One of these represents the Cuban planter in the natural farmer's dress with a tobacco plant in his hand, sitting on a bale of tobacco. Another, a cigarmaker at his bench rolling the cigars, and the last, Mercury, the God of Speed, symbolical of promptness in serving the trade. Thus, is briefly depicted process of the industry, growing of the tobacco, making of the cigars, and distribution of the finished product.

The kiosk itself is a wonder of mechanical skill, being carved by hand of the hardest Cuban woods, principally mahogany and cedar, profusely inlaid.

In lower compartments are displayed regular stock boxes of the cigars just as shipped to the customers, while above these in ornamental trays are many different sizes made by Cuesta, Rey & Company, showing remarkably skilful workmanship.

The brands, "La Flor de Cuesta, Rey & Company," and "White Heather" appear as ornamentations on sides of the kiosk in inlaid natural wood.

Among attractive decorations of the booth, there hangs on the back wall a picture of King Alfonso of Spain, who graciously conferred on the firm the title of Purveyors to the Royal Court of Spain for Cuesta-Rey cigars, the first time any manufacturer of this country has been so honored.

Standing by the kiosk in the picture is Karl B. Cuesta, younger son of the founder of the business, who is always on hand to entertain the interested visitors to the fine exhibit.

Tobacco Company Demonstrates Its Products

Demonstrating its goods in a most practical manner, the Marburg Brothers branch of the American Tobacco Company, in Baltimore, recently held a parade through the principal thoroughfares of that city. A bus carrying a band of music, two carriages and ten gaily decorated wagons made up the procession. All along the route thousands of packages of tobacco were distributed by the sales forces. Half a hundred employees rode in line and each was equipped with a corncob pipe and plenty of smoking tobacco.

The ten wagons of the company in the parade have recently been renovated for the spring and summer business of the concern and each of the vehicles was decorated with American flags and descriptive matter pertaining to the brand of tobacco made in this city.

Those who occupied the carriages were J. A. Powell, general manager of the local branch; A. G. Holtse, general superintendent; T. J. Murphy, district manager, and W. R. Tall, assistant district manager. The sales force, under the direction of T. J. Murphy, were very much in evidence and each puffed complacently on a corncob pipe.

New Quarters for Justin Seubert, Incorporated

The Justin Seubert cigar factory, located on East Sixty-eighth Street, will shortly move to 426-432 East Ninety-first Street, where the company will have increased facilities for the manufacture of the well-known "Optimates" cigars and other brands. The new factory measures 100 by 100 feet, and the most modern equipment will be installed.

There is a steady upward tendency in the orders now coming in for "Optimates," and it is believed that space and facilities to be had in the new location will prove most acceptable.

Missouri Sends Biggest Twist to Exposition

D. G. Gose, one of the largest tobacco growers in Northern Missouri, has donated a sample twist of tobacco to the Missouri Agricultural Exhibit at the Panama-Pacific Exposition.

The twist is eleven feet long, more than six feet in circumference at its thickest point, and weighs about one hundred and forty pounds. It took nearly four hundred pounds of tobacco to make it and more than a week to twist it.

The Cuban Market

From Our
Exclvsive Bureau
74 Virtudes

Havana, Cuba.

Havana, March 23d.

REVIEWING our market during the first half of this month we have found a further shrinkage in the volume of business done during that period, as the number of American buyers has been very limited. Poor business in the North has been advanced as the cause of this rather abnormal state of affairs, as surely the future prospects of our market should invite buyers to come here now and not wait until prices are higher, as they are bound to do later on in the season.

The growing season for the Vuelta Abajo and the Partido districts has terminated, so no increase in the volume of the quantity for this year is possible, and as far as Remedios is concerned, while the quantity might possibly be a trifle larger than was calculated at the beginning, the question of the percentage of heavy capaduras is the doubtful point which only time can solve. We have had two days of excessive rain again in most of the tobacco districts, which may have washed the leaves too much. The temperature has been abnormally low, so late in the season for us, the thermometer ranging as low as 58 degrees.

The principal demand during the first fortnight of this month has come from our local cigar and cigarette manufacturers, and which only confirms the prevailing opinion of the shortage in the coming crop, as otherwise they certainly should not have ventured to increase their holdings. The sales to American buyers in reality partly belonged to previous transactions, which had not been included in our last report. There has been a little better inquiry from the South American Republics. The demand from Europe appears to have subsided almost entirely as soon as it became known that the last Dutch steamer in our port had received orders by cable to take no cargo from here of any class of merchandise. Whether the Spanish Regie may possibly acquire more leaf is also doubtful, as the shipments up to now have been almost twice the size of the regular demand in normal years.

Sales during the first fortnight of this month totaled 13,817 bales, which were distributed as follows, viz.: Vuelta Abajo and Semi-Vuelta, 6418; Partido, 821, and Remedios, 6578 bales.

Buyers were: Americans, 5705; exporters to Europe, 455; shippers to South America, 1105; to Melbourne, Australia, 100, and our local manufacturers of cigars and cigarettes, 6452 bales.

Exports of leaf tobacco from the port of Havana, from March 1st to March 13th, totaled 12,725 bales, which were distributed to the following countries, viz.: To all ports of the United States, 10,191; to Spain, 1256; to Gibraltar, 70; to the Argentine Republic, 582; to Uruguay, 493; to Chile, 30, and to Australia, 100 bales.

Receipts of Leaf Tobacco From the Country

	From Feby. 26 to March 18, 1915.		Since Jany. 1, 1915.	
Vuelta Abajo	5,054	bales	24,992	bales
Semi-Vuelta	573	"	2,219	"
Partido	311	"	1,350	"
Remedios	5,151	"	51,243	"
Oriente	740	"	7,299	"
Total	11,829	" Total	87,103	"

Buyers of Leaf Tobacco That Come and Go

Arrivals—From New York: Antonio Gutierrez, of the Gene-Vall Cigar Company, Incorporated; Harry Cordero, of E. P. Cordero & Company, and Milton Samuel, of Maximilian Stern.

From Tampa: Francisco R. Diaz, of V. Guerra, Diaz & Company; Jose Escalante, of Jose Escalante & Company; Angel L. Cuesta, of Cuesta, Rey & Company; Evaristo Villazon, of Quiros, Villazon & Company, and Jose Lovera, of the Jose Lovera Company.

From Chicago: August Kuttnauer, of Rothschild Sons & Company, and representative of the Punch factory for the United States and Canada.

From Boston: F. J. Davenport, of F. J. Davenport.

Returned: Jose Suarez, of Jose Suarez & Company.

Departures—To New York: M. Hutchinson, E. H. Smith, Henry Bernheim, David Simmerman, Abe Haas, Morton Morris and F. E. Fonseca.

To Albany: William Van Slyke.

To Chicago: Gustave Muller, Francisco Bolano and August Kuttnauer.

To Tampa: Juan Gonzalez, A. M. Pendas, Enrique Pendas, Francisco R. Diaz, Jose Escalante and Angel L. Cuesta.

To Boston: Albert W. Kaffenburgh.

To Key West: Vivian M. Myers.

To Philadelphia: John N. Kolb.

To Gijon, Spain: Venancio Diaz, Hilario Muniz and Perico Martinez.

Cigars

During the previous week it almost looked as if our communications with Europe might be seriously threatened, as the Ward Line refused to issue any through bills of lading on the ground that there were no steamers available at New York. Fortunately this danger has been overcome, as last week the shipments for Europe were dispatched in the ordinary manner; there are good orders in size pending from Great Britain, although we understand that the calls are principally for the lower-priced vitolas, on which very little money can be made. As money is evidently very plentiful in the United States, as indicated by the extremely low rates of discount, nevertheless the heralded general prosperity has not arrived yet, as our exports of cigars are still below last year in volume, and the general average cost price of the cigars is far below the standard. What holds true of our factories, seems to be also the real cause of the Tampa and Key West manufacturers' complaints about bad business, as there are too few well-to-do people who can afford to smoke our higher priced cigars. At least this was the explanation given to us by a Tampa manufacturer. Smokers in the United States have not stopped smoking, but they have switched off to lower priced cigars, therefore we suffer from a lessened consumption of our cigars, and our competitors of Tampa and Key West are doing the same, unless the latter manufacture, out of bond, cheaper substitutes.

Romeo y Julieta is still the factory which employs the largest number of cigarmakers, and has enough orders on hand to continue working as heretofore, taking into account the changed condition of trade. Don Pepin Rodriguez gave us an insight into the management of the factory, as he is strongly opposed to the use of all Vuelta Abajo leaf, which has grown with the help of artificial irrigation. He said that all such leaf has no life, nor glossiness, will shrink in the bales when stored, and is bound to give a very poor result in the factory. He has given very strict orders to his country buyers never to touch this class of leaf, even if it might be bought as cheap as $10 per bale. He is also opposed to the new method of growing tobacco in the Partidos under cheesecloth, and with irrigation, as in five to six years the grounds will become exhausted, split open, and as he graphically remarked, look like a corpse with the mouth wide open. He fully believes that all the newfangled methods and the use of chemical fertilizers are against the laws of Nature, and counter-producing in its results, in the course of years. He distinctly remembers that about twenty-five years ago, when nothing was known about these new methods of raising tobacco, in a year of prolonged drought, that the plants remained very small in the furrows of the acre, but when at last a good rainfall came, the plants would within a fortnight attain a luxuriant growth, and the leaf thus harvested would be of a silky nature, sweet in taste, good in burn, and could be stretched by the cigarmakers to make an ideal cigar. He also stated that it would be preferable for our manufacturers, in a bad year, to close their factories and not work at all, rather than to jeopardize the reputation of our incomparable cigars. Don Pepin has himself gone to the country, and as he has convinced himself that the crop in general will be very small this year, although admitting that there will be a few superior vegas in the Vuelta Abajo, as well as a limited quantity of excellent Partido wrappers, he has taken time by the forelock in securing another 1000 bales of the choicest vegas of Vuelta Abajo of last year's crop, which had grown in the open fields without any chemical manures, and without having been irrigated, and for which he paid fair, liberal prices.

Thus Romeo y Julieta is well prepared to make the same excellent cigars for the next two years to come, which the smokers have not been slow in recognizing.

H. Upmann & Company are working normally upon a fair order slate at this season of the year. We understand that they have also made some further purchases of leaf.

Partagas is doing well, considering the times, having received some large orders from England and other countries.

Sol and La Devesa de Murias does not complain, although admitting that business might be better.

The majority of the other factories continue as heretofore, working slowly under the given unfavorable conditions of trade.

Leaf Tobacco

Sobrinos de A. Gonzalez were very busy during the last two weeks, but as they had not delivered all of the bales sold to their customers, we have had to leave the total of the bales until our next report from here.

Alles & Fisher, of Boston, selected 1352 bales of leaf for their factory during the stay of William N. Fisher in our town.

I. Kaffenburgh & Sons made some important sales during the presence of Albert W. Kaffenburgh, totaling close on to 3000 bales of Manicaragua and Remedios.

Leslie Pantin was a buyer of 843 bales of different kinds of leaf for account of his clients during the past two weeks.

Jose C. Puente & Company were sellers of 395 bales of Vuelta Abajo, Partido and Remedios leaf during the last fortnight.

V. Guerra, Diaz & Company, of Tampa, secured around 400 bales of leaf through Francisco R. Diaz.

Rodriguez, Menendez & Company disposed of 376 bales of Vuelta Abajo to their customers.

J. F. Berndes & Company were buyers of 407 bales of leaf of all kinds during the past fortnight.

Jose F. Rocha sold 260 bales of Vuelta Abajo, Partido and Remedios leaf to his customers in the last two weeks.

Allones, Limited, bought 292 bales of leaf for export to the South American Republic.

Hinsdale, Smith & Company purchased 219 bales of leaf for their stripping factory.

Exporters of leaf tobacco from the port of Havana during the first fortnight of March, or from March 1st to March 13th, both days inclusive, above 200 bales, were:

I. Kaffenburgh & Sons, 3023 bales; Sobrinos de A. Gonzalez, 1439 bales; Cuban Land and Leaf Tobacco Company, 988 bales; Virgilio Suarez, 809 bales; Ernst Ellinger & Company, 571 bales; J. Bernheim & Son, 537 bales; Leslie Pantin, 504 bales; J. F. Berndes & Company, 491 bales; S. Rothschild, 404 bales; J. H. Cayro & Hijo, 323 bales; J. F. Rocha, 306 bales; Perez, Capin & Company, 293 bales; Allones, Limited, 292 bales; Hijos de Diego Montero, 292 bales; H. H. Strater, 272 bales; Maximilian Stern, 238 bales; Cuesta, Rey & Company, 226 bales.

Oretaniv.

Falk Tobacco Company to Enlarge Factory

Contracts have just been let by the Falk Tobacco Company to put up a large addition to their factory in Richmond, Va. The firm have purchased a large tract just to the north of their present plant, and the new buildings will go up on this site.

They report a wonderful increase in the sales of their "Herbert Tareyton" cigarettes. These goods are packed in their neat white enamel paper and tin foil cases and each package has the patented Falk top for opening with the greatest facility.

"Herbert Tareyton Smoking Mixture" and "Serene" brands are keeping way beyond their sales records and making hosts of new friends and customers all over the country.

The Falk Company's new headquarters at 56 West Forty-fifth Street, New York, are very handy for visiting trade.

J. L. Hoffman, of the firm, leaves in a day or two for an extended trip which will extend all the way to the Pacific Coast.

Final Record of Bankrupt Dayton Tobacconist

Referee William S. McConnaughey, has filed the final record in the matter of Rowland W. Meyers, the bankrupt Dayton tobacconist. The liabilities were $13,978.88, while the assets realized amounted to $6028.23. Unsecured creditors received about 20 per cent.

Cleveland

American Hotel Management Takes Over Former Klein Stand—F. P. Shields Back From "La Saramita" Campaign—Sam Klein Takes Over Snyder Stand

Cleveland, Ohio, March 28th.

BUSINESS conditions are much improved around this section of the country. The manufacturers are busy and the retailers have ceased complaining, thus indicating that business is at least approaching a normal footing once more.

Trottner Brothers & Zeigler were damaged by fire the past week. While their cigar department did not suffer a great loss, their pool and billiard room was so damaged that they were forced to close it up temporarily.

Verne Owen, manager of the 742 Euclid Avenue store for the Fred G. Gollmar Cigar Company, is wearing the smile that won't come off; he is the proud father of a baby girl. The recent arrival has been the recipient of numerous and beautiful gifts from the many friends and patrons of the genial Verne.

H. M. Stace has lately added to his stock the "La Saola" brand, a new one of the Shields-Wertheim Company, that is making a big hit with the trade. He also reports that his business is steadily on the increase and looks forward to a good spring business.

J. Shaw, formerly of East Fifty-fifth Street and Central, is opening a very elaborate cigar store and billiard parlor with a barber shop in connection, at Euclid Avenue and Fifty-ninth Street.

One of the pleasures of passing through the old Arcade these stormy March days is to meet Jack Curry at the stand of the F. G. Gollmar Cigar Company, as Jack is always there with a happy smile and a pleasant word for every one.

Sam Cohn, of the Federal Bowling and Billiard Parlors, reports business is good. This week he is featuring in his window "La Saramitas" in ten sizes. He has lately added a very elaborate five-chair barber shop under the management of M. Makman.

Through the courtesy of Mr. Jones, advertising manager of the Standard Drug Company, the latter has been featuring "La Saramitas" in their four Euclid Avenue stores for the past ten days.

Jack Turner, formerly manager for the Snyder stores, is now calling on the city trade for the George B. Scrambling Company. A bright future is predicted for him in his new line, as he has a host of friends among the consumers and retailers of the city.

Mr. Evans, formerly of the Louis Klein Cigar Company, is now located with the Fred G. Gollmar Cigar Company, at 742 Euclid Avenue.

The management of the American House has taken over the cigar stand located in the hotel, formerly owned by the Louis Klein Cigar Company.

C. Miller, formerly clerk for the Louis Klein Cigar Company, has taken over the lower Superior store, until recently owned by the above mentioned firm.

Glen Doan Cigar Company has taken over the lease formerly held by W. G. Brockett, St. Clair and East 105th Streets. This is one of the best uptown corners of the city. The new management have had wide experience in the retail cigar business and have certainly made a vast improvement in the general appearance of the store. The place looks like a sure winner.

Jack Haggerty, of the J. F. Haggerty Drug Company, Prospect and East Fourteenth Street, reports his cigar business has almost doubled itself in the past two months. A large share of the credit is due to the able assistance of his brother Joe, who is very popular with the trade in this locality.

F. P. Shields, of the Shields-Wertheim Company, returned home from a two weeks' trip East, where he was setting 'em a-fire with the "La Saramita" and "Saramita Fives." F. P., who is known on the road as the "Old Family Doctor," tells us he stopped off at Erie, Pa., for a few days to visit with his friend W. B. Hall, the State Street tobacconist, and incidentally sold "La Saramitas." The Doctor and W. B. are going to tour the Eastern States in their machines this summer vacationing.

Upon being asked what is the best broadleaf Havana cigar in the market, Fred P. Shields unhesitatingly replied: "La Saramita," because I know the man who sells them, and if he says so, he is right.

In town last week were: Fred Singer, S. Rossin & Son Company, New York City; Richard Baum, J. Cohn & Company, New York leaf dealers; Mr. Lopez, Garcia & Vega.

Sam Klein, formerly of the Louis Klein Company, has taken over one of Joseph T. Snyder's stores located on the corner of East Sixth and Euclid; this is one of the most prominent corners in the city of Cleveland and with Sam's large following he will, no doubt, do a larger business than his predecessor. Sam is one of the old retailers in Cleveland and his many friends are predicting success for him in his new location.

J. C. Leverance, of Shields-Wertheim Company, just arrived home after a hard and successful campaign through Nebraska, Kansas and Oklahoma. Mr. Leverance is just looking things over in the factory and getting a breathing spell before he starts West again.

Mr. Allen, of Allen & Wheeler, tobacco packers, spent a few days calling on the trade in Cleveland.

Jerry.

Themelis Brothers Company Opens in New York

George and Nicholas Themelis, of the Themelis Brothers Company, manufacturers of "Rose Tip Themelis" Egyptian cigarettes, are preparing to open headquarters in New York City at 333 Fifth Avenue, although they have been manufacturing at Atlanta, Ga., previously. Their brand of cigarettes will retail at twenty-five cents a package, while a special blend to sell at thirty-five cents will also be manufactured.

The two brothers were born in Greece and are experienced in the manufacture of cigarettes. The company is introducing its brands at the more important clubs and restaurants.

Louis G. Smith & Company to Handle "Havana Ribbons"

Louis G. Smith & Company, the well-known Beaver Street jobbers, have recently completed arrangements with Bayuk Brothers, of Philadelphia, whereby they will handle "Havana Ribbons" in New York territory. This popular five-cent cigar takes its place with other quality lines which the firm now handles.

"Tuxedo" Tobacco Helped Orange Day

The Tobacco Company of California gave a boost to Orange Day in San Francisco and surrounding cities on the twentieth, when they ordered every cigar dealer to roll a big navel orange across the counter with each purchase of a tin of "Tuxedo" tobacco. The oranges lined the counters of the dealers on Saturday morning, but stocks were sadly depleted ere the day was done.

This clever bit of advertising is probably the biggest single boost that oranges have ever received in California.

NEW YORK

R. A. Ellis Back From Pacific Coast

R. A. ELLIS, of the Tobacco Products Company, returned to New York a few days ago after a most interesting trip of two months' duration out to the Pacific Slope. Mr. Ellis made a careful survey of the various districts of his company's business and seemed to think that their leading brands were getting a good big share of all that was due. "Melachrinos" and "Milos" are popular sellers in all sections wherever Turkish cigarettes are consumed.

Mr. Ellis visited the Panama Exposition in San Francisco and states that their goods are shown in many places inside the big gates.

F. H. Campeau, who represented the company in Buffalo and vicinity, has resigned after a most successful record to go into the cigar end of the business, and E. S. Spafford has been engaged to look after "Melachrino" and "Milo" interests in the Buffalo territory, with E. H. Lenning in charge of the distribution of "Royal Nestors."

M. A. Gunst & Company, Inc., Institute Practical Movement

In order to assist the smoker who desires to thoroughly familiarize himself with the shape of his favorite cigar, and to eliminate doubt as to whether he is getting that which he really wants, M. A. Gunst & Company, Inc., identified with the United Cigar Manufacturers' Company, with headquarters in New York City, will hereafter place on the bands of all their brands, in addition to the name of the cigar, the size also. Heretofore, it has been somewhat difficult for the smoker to recognize readily in the show case the size preferred, and in many instances, owing to the fact that the size appeared on the box, it has not been always possible to detect it. The new move is a very practical one, and should prove decidedly beneficial in its results.

R. E. Lane En Route to Pacific Coast

Robert E. Lane, the capable American and Canadian representative of the Partagas factory of Havana, left New York on the 22nd for his long trip as far as the West Coast. Mr. Lane carried with him the new samples of "Partagas" which he brought back from his recent trip to Havana and the goods are beauties in every respect.

He made his first stops at Pittsburgh and Cincinnati, and did not fail to gather some good orders in both cities to speed him on his way.

Mr. Lane will spend two weeks in San Francisco, taking in the Panama Exposition incidentally, and hopes to get back to New York about May 15th.

Turkish Tobacco Lower in Price

C. Drucklieb Company, Incorporated, the prominent importers of Turkish tobacco, state that their representative arrived home from the Far East last week, and that when he left Cavalla trade conditions were in quite a normal shape. The crop this year is a very good one of good tobacco and very bad of bad tobacco, and on the whole the yield is a short one. Notwithstanding these conditions, the prices are yielding and the market is expected to be a trifle lower than at present.

Big Record on "Nightingales"

PERHAPS no brand ever offered the trade has met with more immediate and continued success than the "Nightingale Miniatures," which made their trade debut on January 1, 1915.

These goods were put out by the Nightingale Cigar Company, Incorporated, of 246 West Fifty-ninth Street, New York, with an absolute belief that their inherent quality would make them a big selling success, and this belief has been amply vindicated.

H. M. Kramer, traveling representative of the Nightingale Cigar Company, has just completed a trip with these goods out as far as Denver, and in his travels he opened sixty-seven jobbing accounts with the very best houses in the United States. Of these accounts over 50 per cent. have already duplicated their original orders, so it looks like "Nightingales" have caught on with a rush.

The attractive package of these goods is seen in their advertisement elsewhere, and the house invite inquiries for prices and samples.

Heard on Broadway

J. V. Rovira, of Benito Rovira Company, is at present in the South in the interests of the firm.

S. H. Furgatch & Company report a steady demand for their well-known "Vega Del Rey" high-grade cigar.

The Kraus Cigar Company is doing nicely on their panatela "Lord Romeo" brand, which is packed seven to the package and which retails at fifteen cents the box.

Benson & Hedges cigarettes are well displayed throughout the high-grade stands in the city hotels and clubs.

J. J. Planco, of Ruy Suarez & Company, expects to reach New York the latter part of this week, after a trip through the Middle West in the interests of "El Planco" and other of the firm's well-known brands.

Claude Turner, of the Salvador Rodriguez selling staff, returned home last week from a brief visit to the factory in Tampa. He went over to Philadelphia for a day or two just to celebrate his return and came back with some fine orders. He says, "That good smokers still smoke good cigars—'Charles the Great.'"

Marcelino Perez, of Marcelino Perez & Company, makers of "Tuval" clear Havanas, and one of the few bonded clear Havana houses in New York City, made a quick trip to Boston last week with satisfactory results. Mr. Perez is optimistic about business, though admitting fully that conditions just at this minute are not promising.

Detroit

"Reynaldo" Cigars Going Well at Pontchartrain Stand—Charles Reattoir Selling G. J. Johnson Brands in Chicago—"Havana Ribbons" Seen All Over Michigan

Detroit, Mich., March 24th.

THE Hotel Pontchartrain supplied 5000 "Royal Nestor" cigarettes at the second annual stag smoker given under the auspices of the hotel clerks of Detroit, at the Wayne Gardens, on Tuesday evening, March 16th. Many of the cigar men sat at one table. At the writer's table sat Eddie Lichtig, Michigan representative for "Philip Morris" cigarettes; Edward Heineman, cigar manager for O'Brien & Company; Harry Parker, manager of the cigar department at Hotel Statler, and Chauncey Damon, sales manager in Detroit for the Harry W. Watson Company.

Albert Worch, of the Wayne Cigar Company, Detroit, is now on the West Coast. He is there in the interests of the "S. & W. Hand Made," which is sold at San Francisco through S. Bachman & Company.

Business in Detroit among the retailers, particularly at the hotel stands, is picking up. The Panama-Pacific Exposition is helping Detroit. Many people from the East are stopping off here on their way westward.

The important event within the next thirty days will be the opening of the new Detroit Athletic Club at John R. and Madison Streets. It will have a very large cigar department.

The other night the writer actually had a dream about Steve Herz, who represents the "Reynaldo" cigar made by Luckett, Luchs & Lipscomb, of Philadelphia, of which he is a member of the firm. The next morning I looked over the Hotel Pontchartrain stock of "Reynaldo" cigars and found that we needed more of them. The consequence was that I mailed Mr. Herz an order. In this connection, I might say that it took me some time to make up my mind about putting in the "Reynaldo" brand, but Mr. Herz was so persistent and his arguments were so forceful, that I decided to give them a trial. I have not given the brand a very good position in our show cases, and yet it is an absolute fact that we are selling a lot of them, and the best part of it is that they repeat. We have men come into the hotel every day who say: "Give me one of those 'Reynaldos.' I had one the other day and it was fine." The Hotel Statler, according to Harry Parker, manager of the stand there, also reports an excellent trade on "Reynaldos."

Prices are being slashed right and left by E. M. Harris & Company, of 119 Woodward Avenue, and M. A. LaFond & Company, a few doors north. Harris & Company are cutting prices to clean up their stock on account of shortly moving to their new store in the David Whitney Building.

Theodore Koeltz, of Jackson, Mich., has purchased the Clifton H. Veddar cigar and tobacco stock, and will continue the business at the same location, 110 South Mechanic Street.

Charles W. Reattoir, of Detroit, has been appointed special representative at Chicago for the G. J. Johnson Cigar Company, also of the Furniture City. The inducements were so strong that despite Mr. Reattoir's love for Detroit and the added fact that he owned his own home there, he could hardly refuse to accept such an offer. He disposed of his brokerage business and is now in Chicago building up the business and increasing the fame of the "Dutch Master," "El Portana" and "Gee Jay" cigars.

The Wenona Cigar Company, 327 Huron Avenue, Port Huron, Mich., report a good business. This concern makes about ten different brands, most of which are sold locally and in the surrounding territory.

F. J. Gleichman, of E. H. Gato Cigar Company; Val Keough, representing "Henry the Fourth," and Mort Hammer, representative for "Lucius" cigars, were recent visitors in the city.

Abe Davis, of the Davis Cigar Company, Detroit, is having splendid success with "La Tava," a new broadleaf ten-cent cigar, which he started to make a few months ago. Mr. Davis says he is planning to get a national distribution, and will not confine the sale to this territory only. He will have jobbers in various sections of the country.

Sam T. Goldberg, of the Lillies Cigar Company, has returned from California, where he has been spending most of the winter with his family.

Charles Coombs, president of the Central Cigar Company, is back from an extensive vacation spent in the West Indies and South America.

"Havana Ribbon," made by Bayuk Brothers, of Philadelphia, is increasing in popularity all over Michigan. There is hardly a section of the State in which this brand is not sold.

Wallace-Schwartz & Company, Cleveland cigar jobbers, have taken over "Miss Detroit" for that city. Henry Lichtig, special representative of the Mazer Cigar Company, of Detroit, makers of that brand, is now in Cleveland helping to place the brand with the retailers throughout the city.

William Tegge, cigar manufacturer, of Detroit, is very busy, according to report. Most of Mr. Tegge's cigars are shipped West.

Otto Gunther and Robert Wagner are the new lessees of the Edelweiss Cafe. They are making many improvements to increase the business.

Alfred U. Thornburg.

Bridgeport Tobacconist Files Petition

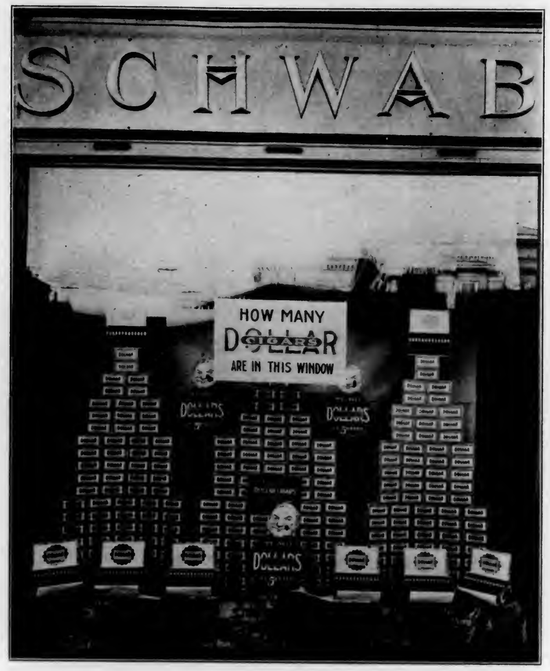
Isaac Klopstock, son of Isaac Klopstock, Sr., who established a cigar business in Bridgeport, Conn., about thirty-five years ago, has filed a petition in bankruptcy, giving his liabilities as $1880 and his assets as $300. The largest creditors are H. M. Klopstock, $500; Jacob Arnold & Son, $208; Louis Osterweis, of New Haven, $258.

Isaac Klopstock, Sr., about thirty-five years ago established a retail cigar and tobacco store in Main Street just below State Street, where the Bridgeport Land & Title Company has built its new office building. For years he conducted a flourishing business. His son who has recently filed the petition in bankruptcy, went in business for himself several years ago in the little store in the Franklin Block just around the northwest corner of State Street. Apparently he prospered. At the death of the elder Klopstock his estate was settled and the cigar and tobacco business was abandoned in the Main Street store.

Tobacco Barn Rates

The proposed legislation reducing rates on tobacco hanging in barns in Massachusetts and Connecticut has been voted down by the New England Insurance Exchange. This class is now written for annual policies, and it was proposed to have it admitted into the farm class, and therefore written for a term of years.

Sig. Haas, manufacturer of the well-known "Traveler" cigar, Cincinnati, Ohio, was a recent visitor in Wichita, Kansas. He called upon the E. V. Schnoor Cigar Company in that city.



"Dollars" to Burn

Herewith a novel and attractive window display which recently appeared in the window of the store of M. J. Schwab, in Dayton, Ohio. The "Dollar" cigar is a recent product of the well-known factories of Antonio Roig & Langsdorf.

While the "Dollar" brand has been on the market but a few months, the manufacturers report that its success has been little less than phenomenal wherever placed.

Philip Morris Club Entertain

The Philip Morris Birthday Club gave a brilliant reception and dance last Friday night at the Hotel Martinique, in honor of William Curtis Thomson, who is president of Philip Morris & Company, Limited.

The function took place in the grand ballroom of the Martinique and the invitation list embraced nearly four hundred names.

The hours went by swiftly and the dances were thoroughly up to the minute in character and music. The dance programmes were particularly attractive, being exact representations of a box of "Philip Morris" cigarettes. During the evening a pair of the most popular New York professional dancers gave exhibitions which were much enjoyed.

A delightful buffet luncheon and all the masculine trimmings were served and the whole function was noticeable for the general, hearty air of good fellowship which prevailed.

The only drawback to the complete happiness of the evening was the absence of Mrs. Thomson, who was ill.

The reception was arranged by the officers of the Birthday Club, which include F. S. Lucey, president; W. R. Littell, secretary; N. B. Maskins, treasurer, and C. H. Sutcliffe, D. Hefter, E. M. Robins and W. H. Wagstaff, of the Board of Governors. These gentlemen constituted the Reception Committee, and it is needless to add that the guests were superbly looked after.

Martin Cigar Company Still Growing

From Davenport, Iowa, comes the announcement through the Martin Cigar Company, of that city, that the wholesale headquarters of the company will be removed shortly from 216 Brady Street to the room No. 118 Main Street, in the St. James Hotel Building. Owing to the fact that the Martin Company now controls nine retail stores in the tri-cities, the need of adequate facilities is imperative. The desire to eliminate the congestion culminated in the recent acquirement of the new location.

The room measures 22 feet by 66 feet and will be thoroughly equipped. A humidor to take care of 1,000,000 cigars will be a feature of the new headquarters. Its erection will be entirely modern, the specifications calling for walls one foot in thickness. The construction of the floor specifies a cement base with porous brick covering, to retain the necessary moisture. In the rear of the humidor, double windows will be installed to allow for the admission of fresh air, whenever required. In order to keep the cigars in the proper state of moistness, and to provide for the necessary temperature, an electrical ventilator will be added. The entrance to the humidor will be through a solid refrigerator door. Racks such as are utilized in ice boxes will be used to shelve the cigars.

The new location is to be used as the general office of the company. The private office of George H. Martin, general manager, will be 10 feet by 20 feet. Neatness will be the keynote of all furnishings.

Chicago

"Jose Vila" Cigars Shown in Many Windows—A. Hussey & Company Report Business Satisfactory—"Lozano" Brand Taken on at Two Hotel Stands

Chicago, March 25th.

"JOSE VILA" cigars, manufactured in bond, have been strongly advertised here during the past few weeks by attractive window displays. One of the best was that of the National Cigar Company, in the First National Bank Building. The various sizes and packings were arranged in clever fashion, and large crowds gathered daily during the noon hour to watch them.

J. G. Davis & Company, distributors here for Bondy & Lederer, reported an excellent two weeks on "Tom Keene" cigar, which is fast proving one of the most persistent five-cent sellers ever placed on the market. Steele, Wedeles & Company, wholesale grocers, who job the cigar, also report an active demand in the rural districts covered by their salesmen.

A. J. Power, the well-known manufacturer of Warsaw, Ind., was a visitor in the local trade here recently. He is getting out a new cigar called "Power's King," which is a long filler, seed wrapper smoke of the five-cent variety, which is meeting with a very good demand.

"La Venga" cigar, put out by Celestino Vega & Company, 10 South Wabash Avenue, passed through the winter with flying colors and a marked increase in demand among the dealers of the city. "La Venga" is a cigar which not only makes but holds friends. This is because of the consistently excellent quality of the stock and workmanship, which never varies from week to week or month to month.

During the course of the week Samuel Gompers, president of the American Federation of Labor, was in the city to see what could be done to avert a strike among the wood finishers and lathers at this time. During his stay in the city Mr. Gompers spoke at the New Morrison Hotel. He was asked how many men there were out of work in the United States.

"I have some information," he replied, "but no statistics, and it would be unfair to make any estimates without them. Reports of the number of men out of work have been exaggerated in a great many instances. For instance, a newspaper in a certain city said there were 20,000 cigar-makers in the city out of work. There are only 16,000 in the entire city, and a good many of them are working every day."

To stimulate the sale of "John Ruskin" five-cent cigar, distributed by Sprague, Warner & Company, wholesale grocers, a profit-sharing coupon is being given on each smoke in the form of a band. This is a rather unique idea which seems to be working out with a great deal of success. A coupon is still given with each box purchased, as in the past. The company is also meeting with continued success in the distribution of "Subway" cigar, said to be the largest five-cent smoke ever placed on the market here. The advertising campaign which was launched by the company some time ago is still bringing results, and besides the cigar is good enough to win a regular following among the smoking public.

At the establishment of A. Hussey & Company, dealers in leaf tobacco at Lake and La Salle Streets, it was reported that business had been entirely satisfactory during the past two or three weeks. The demand for leaf tobacco on the part of manufacturers in the smaller cities of the Middle West, with whom the firm does a large business, has been brisk. The buyers are showing a great deal of caution in placing their orders, and give the impression of wishing to get full value received. However, they are not using a hand to mouth policy in the placing of their orders by any means. Some large orders, including many cases, have been booked recently. Collections are well up to the mark, and a great deal superior to what they were two or three weeks ago.

"El Roi-Tan" continues to have an excellent run at all of the local stands. The large number of sizes in which this cigar is made is one of the strong points. The very small, but very good five-cent variety, packed in neat little boxes, are now seen more than ever on the tops of show cases.

Among the more attractive window displays during the past two weeks was that of Albert Breitung, in his store in the Monadnock Building. Mr. Breitung in the display featured a large number of cigars, pipes and cigarettes. He is fond of using war news pictures to attract the crowds, as he is clever enough to know that the public is interested in this topic to the exclusion of almost everything else at this time. The Monadnock store continues to grow in popularity, and is without question one of the most profitable as well as one of the most elaborate stores in the city. Large upholstered divans are distributed along the walls for smokers or customers waiting for their friends. Two telephone booths make it possible to telephone above the roar of the streets outside, something which is almost impossible in many of the other cigar stores which have their telephones on the show case and pay little attention to the convenience of the customer in the matter.

The Grand Pacific Hotel and the Hotel Sherman have just added the "Lozano" cigar, which is a noteworthy bit of news in hotel and club circles. The brand has been making steady headway among the high-grade hotels here for some time past, and can now be found in the cases at most of the good hostelries in the downtown section of the city.

Best & Russell have been making a vigorous campaign in the residence districts of the city with all of their brands, following the well-known policy of using special sales ambassadors. "Robert Burns" in the ten-cent goods, and "Owl" brand in the five-cent line, have been receiving the greatest amount of attention, and some attractive window displays have been arranged on both of these varieties.

G. W. W.

Trade Comment

Stephen H. Hoff, of Hackett, Hoff & Thierman, tobacco dealers of Milwaukee, Wis., has recently returned from a trip through the Panama Canal.

The Cigar and Tobacco Dealers' Association of St. Paul recently held a banquet and business meeting at the Commercial Club in that city. Officers for the ensuing year were elected.

R. J. Reynolds, president of the R. J. Reynolds Tobacco Company, was a recent visitor in Dallas, Texas. It was his first visit to that city. He is en route to the Panama-Pacific Exposition accompanied by Mrs. Reynolds.

The Haas Brothers Cigar Company, of Dayton, Ohio, will move into the Barney Building. This will double the firm's capacity and they will increase their hands to four hundred. The firm will retain its plant at Canal and First Streets for a storage warehouse for tobacco.

"Jobber" vs. "Distributor" of Cigars

A VERY interesting controversy has arisen recently in a leading Middle West city concerning the use of the words "jobber" and "distributor" as properly designating the character of business transacted by one of the largest wholesale grocery houses in its section, who also maintain a big cigar department and wholesale cigars on a heavy scale.

It appears that in their advertising and circular work, which is of an extensive character, this company have been using generally the phrase "distributors of cigars." Exception has been taken to this phrase by some keen critic and the discussion has not yet been settled.

The manager of the cigar department, who has been most successful in building up a broad business over a large territory by his own wide point of view, has taken up the matter with the trade press and addressed the following letter to us:

Editor, "Tobacco World":

Will you please cast your vote in the following controversy:

Our company maintains a cigar department and does a large wholesale business in cigars. One party to the controversy objects to the use in the company's advertising of the word "distributors" in the phrase "distributors of cigars." This party claims that the word "distributors" is incorrectly used and that the word which does define our status is "jobbers," and that the phrase should be "jobbers of cigars"; the other party to the controversy maintains that while the word "jobbers" is quite correct and sanctioned both by the dictionary and past common practice, the word "distributors" expresses just as precisely the meaning intended, at the same time carrying with it an atmosphere of more dignity and closer association with a large business; that it seems to be a more fitting description of a house carrying on operations extended over wide sections of territory.

Just what the objections are to the use of the word "distributors" is not made quite clear. The other party to the controversy, however, points out that the objection to the use of the word "jobbers" is that of late years, and particularly in the larger cities, this word conveys an impression of a small dealer buying from a large wholesaler and in turn selling to the very small retailer.

Will you be kind enough to give us the benefit of your opinion?

In replying to the above, we took the following position, it being understood, of course, that it was merely an opinion and was quite open to a difference:

Dear Sir:

The query concerning the use of the word "jobbers" and "distributors" brings up an interesting point. Trade usage has made the word "distributors" to all intents and purposes a synonym for the word "jobbers," but to our mind the word "jobbers" more correctly defines the character of business which is transacted by your company.

We know of a score of small retail cigar stores which control certain brands of cigars for a city or county and they are designated as "distributors" and correctly so, in so far as that particular brand is concerned, but we would in nowise classify them as "jobbers."

On the other hand, "Webster's New International Dictionary (1913) defines a "jobber" as "One who buys goods from importers and producers and sells to other dealers." This definition certainly covers your business and we fail to see where it imparts any less dignity than the word "distributors," especially when the latter word is connected in the mind with the small retailers to which we first referred.

In other branches of trade, like dry goods for instance, such a firm as The H. B. Claflin Company, of New York, doing millions of dollars worth of business annually, owning retail shops, and controlling the outputs of many small factories, is classified as a jobber, and this obtains in all trades.

As far as our opinion is concerned, we must cast a vote in favor of the party who stands for the use of the word "jobber."

Very truly yours,
"The Tobacco World."

As indicated by the answer from our office, it seems to us that the word "distributor" has been given too much prominence in the tobacco trade, and that it is not comprehensive enough when judged by the highest standards of the entire commercial world. The United States have always been noted for its great jobbing houses, and in Europe especially our wonderful institutions of this character have been regarded as one of the American marvels. Houses like Marshall Field & Company, of Chicago, who do a jobbing business of over $25,000,000 a year, are unknown even in commercial Germany or Great Britain, where the middleman is almost a curiosity.

We often hear men speak lightly to the effect that the day of the jobber is passing, but our observation seems to teach us that this is in nowise correct. The jobbing houses of the present are furnishing more steam to the trade engine than ever before, and that industry is prospering the most which has the livest, best organized jobbing houses in its midst. The wholesale grocery houses of America, with their thousands of travelers, have put the best food in reach of the consumer in remote parts in a manner which would not be possible otherwise.

We like the word "jobber." It has commercial history, strength, dignity and the capacity for handling big things back of it.

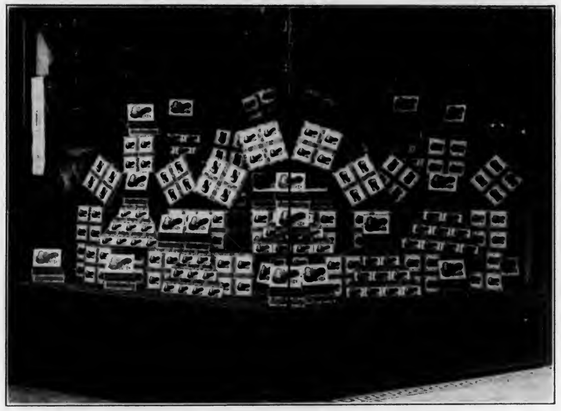
We will be glad to hear other views of the question.

F. L. E. Gauss Heads Sterling Gum Company

F. L. E. Gauss, former general manager of the Leslie-Judge Company, has been elected president of the Sterling Gum Company, to succeed F. V. Canning. The latter remains on the board of directors. W. B. Shearman has resigned as secretary and his duties will be assumed by T. N. Word, treasurer of the company.

J. S. Alley Heads Riker-Hegeman Company

Announcement is made to the trade that John S. Alley, identified with the Riker-Hegeman Drug Company, both in New York and Boston, has succeeded to the presidency of the company following the retirement of A. H. Cosden. Mr. Cosden practically grew up with the Riker concern. When the consolidation of the Jayne Drug Company, of Boston; the Bolton Drug Company, of Brooklyn, and the Hegeman Corporation became effective, allying itself with the Riker interests, Mr. Cosden was made president. Drug stores numbering a chain of more than one hundred, are said to be owned by the Riker-Hegeman Company.



"44" Winning Friends in Baltimore

This impressive picture is a recent photograph of a large window display on the "44" cigar at Maucuso Brothers, No. 13 West Fayette Street, Baltimore, Md.

In that city the "44" cigar is selling with amazing rapidity and is enjoying a complete ovation in conclusion of its many years' establishment.

San Francisco

Cigars Selling Big at the Exposition—Cuban Republic Displays Havana Cigars—"Flor de Moss" Goes Well With Smokers

San Francisco, March 20th.

IN this city the steadily oncoming crowds for the Exposition are beginning to have a more perceptible effect on the local retail cigar trade. During the first week or two after the opening of the Fair there was some complaint from the downtown retailers that the crowds at the Exposition were mostly San Francisco people and that these spent all their money on the Fair Grounds and had nothing to spend in the business district. Now, however, the tide has turned; the first curiosity of San Francisco people residents has been satisfied, and the visitors at the Fair are much more largely people from the Middle West and further east. The low rates recently announced by the Southern Pacific and other railroads to San Francisco have brought in their thousands already.

The Exposition seems destined to come out stronger and stronger from the cigar man's point of view as time goes on. A large number of San Francisco houses have placed their lines in one or more prominent concessions beside those having the regular cigar concessions already announced. Beside those already mentioned, Tillmann & Bendel, wholesale grocers and cigar dealers, announce that they control the cigar privileges at the Old Faithful Inn, the Nurnburg Castle and the Luxus Cafe. At these the "Sanchez & Haya" and the "Lalla Rookh" are being exclusively sold. Tillmann & Bendell also have secured a large exhibit space in the Food Products Building, but whether any of this will be given over to cigars has not yet been announced.

Mr. Morales, manager of the Cuban Exhibit in the Food Products Building on the Exposition Grounds, has arrived in San Francisco and has already made good progress in the installation of the Cuban Republic's display of Havana cigars. All the well-known brands of imported cigars will be represented. It is hoped to have the display completed within a few days.

Marc Brummer, traveling representative of the E. Regensburg & Sons cigar factory, has arrived in San Francisco for a short visit with Charles Mattheas & Company. He will also take a little time off to see the Exposition before moving on to other portions of the Coast. He is well pleased with the prospects for the "American" brand this year.

George Yocum, of Yocum Brothers, who was here a couple of weeks ago, is expected back next week. He is partly on pleasure bent, and will spend a good deal of time in his automobile.

Jack Brooks has bought out the cigar business of P. C. Clair at Oakland, Cal.

Aaron Meyer, representing D. M. Frank & Company, of New York, has been spending the last few days with the local trade.

H. L. Judell & Company have been having a good run of business at both of their stands at the Exposition, and improvements are now under way at the Stadium stand. These stands are being operated solely for the advertising of the brands carried by H. L. Judell & Company and are not expected to show much in the way of profit. It is expected that any profit that shows up unexpectedly will be expended in improving the stores. That the advertising value of these concessions was not underestimated is shown by the increased demand that has come in for "Webster," "Chancellor," "Watt," "Flor de Moss" and other cigars distributed in this territory by H. L. Judell & Company. Emil Judell, of this house, is now out in his territory taking advantage of the improved feeling in the interior.

Charley Knubel, Western representative of the "Charles the Great" line of Salvador Rodriguez, with offices in the M. A. Gunst & Company Building at California and Front Streets, is again in San Francisco for his occasional visit to the local dealers. Mr. Knubel's territory is so large that he has very little time to spend at headquarters. He found business in the Northwest rather better than was to have been expected from the reports that have been given out.

F. G. King has opened a cigar stand in the University town of Berkeley, Cal.

R. P. Northfleet, of Shanghai, China, manager for China of the British-American Tobacco Company, is in San Francisco on his way back to China from a visit in the Eastern States.

Allen.

THE TOBACCO WORLD REGISTRATION BUREAU

The Tobacco World, established in 1881, has maintained a Bureau for the purpose of Registering and Publishing claims of the adoption of Trade-Marks and Brands for Cigars, Cigarettes, Smoking and Chewing Tobacco, and Snuff. All Trade-Marks to be registered and published should be addressed to The Tobacco World Corporation, 236 Chestnut Street, Philadelphia.

One Dollar for each title must accompany all applications. In case title or titles cannot be registered owing to prior registration, same will be returned immediately, less our usual charge for searching and return postage, or it will be credited if desired.

☞ Positively no responsibility assumed for errors, duplications or any controversies which might arise. We will not under any circumstances act in a legal capacity in cases concerning disputed titles. We maintain a bureau of records only.

REGISTRATIONS.

KAYANCO:—30,782. For cigars. March 11, 1915. H. J. Fleischhauer, Philadelphia, Pa.

RESUAL:—30,783. For cigars. March 3, 1915. H. J. Fleischhauer, Philadelphia, Pa.

CAPTAIN GARCIA:—30,784. For cigars. March 11, 1915. M. Klausenstock, New York, N. Y.

COUNTRY CABIN:—30,785. For cigars. March 13, 1915. Central Cigar Box Co., St. Louis, Mo.

LYCEUM CIGAR:—30,786. For cigars. March 13, 1915. Jacob Levy, Boston, Mass.

GREAT EAGLE:—30,787. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. March 13, 1915. Herman Stein, Lancaster, Pa.

SATISFACTION FIRST:—30,788. For cigars, cigarettes and tobacco. March 13, 1915. Jacobs, Holtzinger & Co., Windsor, Pa.

GREEK GLORY:—30,789. For cigars, cigarettes and tobacco. March 13, 1915. D. Benas & M. Amirolis.

GREEK STAR:—30,790. For cigars, cigarettes and tobacco. March 13, 1915. D. Benas & M. Amirolis.

GREEK SUN:—30,791. For cigars, cigarettes and tobacco. March 13, 1915. D. Benas & M. Amirolis.

GREEK CROWN:—30,792. For cigars. March 13, 1915. D. Benas & M. Amirolis.

THE DORF 99:—30,793. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. March 13, 1915. A. Dorfman, Philadelphia, Pa.

AWATTO BELLE:—30,794. For cigars, cigarettes and tobacco. March 13, 1915. Fred Nelson, Ottawa, Ill.

L AND K:—30,795. For cigars. March 15, 1915. L and K Factory, Philadelphia, Pa.

DOCICO:—30,796. For cigars. March 16, 1915. H. J. Fleischhauer, Philadelphia, Pa.

BUGS KEEP YOUNG:—30,797. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. March 16, 1915. Wm. D. Castro, Chicago, Ill.

LA BELLE BOOSTER:—30,798. For cigars. March 16, 1915. Fort Myers Cigar Co., Fort Myers, Fla.

LEE COUNTY BOOSTER:—30,799. For cigars. March 16, 1915. Fort Myers Cigar Co., Fort Myers, Fla.

THE BOULEVARD BOOSTER:—30,800. For cigars. March 16, 1915. Fort Myers Cigar Co., Fort Myers, Fla.

OAK KNOLL:—30,801. For cigars. March 16, 1915. J. A. Wright, Pasadena, Cal.

FATTII CAZZI TUOI:—30,802. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. March 16, 1915. Tony Talomio, Passaic, N. Y.

GLOREEDA:—30,803. For cigars, cigarettes, cheroots and tobacco. March 17, 1915. American Litho. Co., New York, N. Y.

LA FLOR DE TYNANA:—30,804. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. March 17, 1915. James P. Tyman, Chicago, Ill.

WET:—30,805. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. March 17, 1915. Tony Tomljanovich.

EXHIBIT B:—30,806. For cigars, cigarettes and tobacco. March 17, 1915. F. M. Howell & Co., Elmira, N. Y.

HAVANA ZONE:—30,807. For cigars. March 19, 1915. Frank Zelzenik, Richmond, Va.

SMOKE HOUSE PUFFS:—30,808. For cigars. March 19, 1915. Byers & Wileman, Ironton, O.

QUID NUNC:—30,809. For cigars. March 19, 1915. H. J. Fleischhauer, Philadelphia, Pa.

MORTGYLE:—30,810. For cigars. March 19, 1915. H. J. Fleischhauer, Philadelphia, Pa.

TRES PINOS:—30,811. For cigars. March 19, 1915. H. J. Fleischhauer, Philadelphia, Pa.

WORLD'S ADVANCE:—30,812. For cigars. March 19, 1915. H. J. Fleischhauer, Philadelphia, Pa.

SCARLET OAKS:—30,813. For cigars. March 19, 1915. H. J. Fleischhauer, Philadelphia, Pa.

RUSTIC MAID:—30,814. For cigars. March 19, 1915. H. J. Fleischhauer, Philadelphia, Pa.

NEWARK'S 5c. LEADER:—30,815. For cigars. March 19, 1915. Morris Shanman, Newark, N. J.

PLEASE-WELL:—30,816. For cigars. March 20, 1915. H. J. Fleischhauer, Philadelphia, Pa.

TRUMAID:—30,817. For cigars. March 20, 1915. H. J. Fleischhauer, Philadelphia, Pa.

JUL C:—30,818. For cigars. March 20, 1915. Julius Chapp, Detroit, Mich.

RUSH'S BLACK RIPE:—30,819. For cigars, cigarettes, cheroots. March 22, 1915. Rush Mfg. Co., Reading, Pa.

WILLIAM G. WILLIS' TIP TOP TIPPERARY TENS:—30,820. For cigars. March 22, 1915. William G. Willis, New York, N. Y.

DEARIE:—30,821. For cigars. March 22, 1915. G. H. P. Cigar Co., Philadelphia, Pa.

THE POLE:—30,822. For cigars. March 22, 1915. G. H. P. Cigar Co., Philadelphia, Pa.

STAMBOULI:—30,823. For cigarettes and tobacco. March 23, 1915. Anglo-American Tobacco Co., New York, N. Y.

LORD BELMONT:—30,824. For cigarettes and tobacco. March 23, 1915. Anglo-American Tobacco Co., New York, N. Y.

JAMES W. GERARD:—30,825. For cigars. March 23, 1915. Schmidt & Co., New York, N. Y.

DETROIT SLOGAN:—30,826. For cigars, cigarettes, cheroots and tobacco. March 23, 1915. Wadsworth-Campbell Box Co., Detroit, Mich.

DETROIT GUARANTEE:—30,827. For cigars, cigarettes, cheroots and tobacco. March 23, 1915. San Etta Cigar Mfg. Co., Detroit, Mich.

EL FRISON:—30,828. For cigars, cigarettes and tobacco. March 23, 1915. The Moehle Litho. Co., Brooklyn, N. Y.

NATIONAL CHART:—30,829. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. March 25, 1915. Pasbach-Voice Litho. Co., New York, N. Y.

RED FISH:—30,830. For cigarette papers. March 25, 1915. C. A. Voultsos, Worcester, Mass.

COINS WORTH:—30,831. For cigars, cheroots and stogies. March 25, 1915. Acton & McKisson, Belmont, O.

BIG STUBS:—30,832. For cigars, cheroots and stogies. March 25, 1915. Acton & McKisson, Belmont, O.

TON A LUCK:—30,833. For cigars, cheroots and stogies. March 25, 1915. Acton & McKisson, Belmont, O.

NEW ANCHOR:—30,834. For cigars. March 25, 1915. Fischer Bros., Blue Island, Ill.

HAWKEYE-HIGHWAY:—30,835. For cigars, cigarettes and tobacco. March 25, 1915. The Moehle Litho. Co., Brooklyn, N. Y.

LITTLE ALTO:—30,836. For cigars, cigarettes and tobacco. March 26, 1915. San Alto Cigar Co., Chicago, Ill.

SHOW BILL:—30,837. For cigars, cigarettes and tobacco. March 27, 1915. The Moehle Litho. Co., Brooklyn, N. Y.

ARTOLA:—30,838. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. March 27, 1915. Pasbach-Voice Litho. Co., New York, N. Y.

TRANSFERS.

COINER:—24,265. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Transferred March 18, 1915, to Bayuk Bros. Co., Philadelphia, Pa., by Baum Bros., Philadelphia, Pa.

OSOTA:—30,476. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Transferred March 23, 1915, to Imperial Cigar Co., Lancaster, Pa., by Pasbach-Voice Litho. Co., New York, N. Y.

CITIZEN'S CLUB:—5,169. For cigars. Transferred March 25, 1915, to Citizen's Cigar Co., Lancaster, Pa., by Frank G. Schwartz, Lancaster, Pa.

GREAT POET:—26,648. For cigars. Transferred March 25, 1915, to Citizen's Cigar Co., Lancaster, Pa., by Henry Gottielig & Bro.

BYJO:—20,673. For chewing and smoking tobacco. Transferred March 25, 1915, to Citizen's Cigar Co., Lancaster, Pa., by Frank G. Schwartz, Lancaster, Pa.

BYJO:—30,939. For cigars. Transferred March 25, 1915, to Citizen's Cigar Co., Lancaster, Pa., by Frank G. Schwartz, Lancaster, Pa.

TUCQUAN:—19,740. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Transferred March 25, 1915, to Citizen's Cigar Co., Lancaster, Pa., by Frank G. Schwartz, Lancaster, Pa.

CITIZEN'S CLUB:—17,674. For cigars. Transferred March 25, 1915, to Citizen's Cigar Co., Lancaster, Pa., by Frank G. Schwartz, Lancaster, Pa.

(Continued on Page 34)

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CIGAR BROKER,
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MANUFACTURERS OF HIGH GRADE STOGIES.
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CASH PAID FOR CUTTINGS, SCRAPS & siftings.
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IMPORTANT NOTICE TO CIGARETTE MANUFACTURERS—We manufacture cigarettes for the trade; we also supply tobacco boxes and labels 25 per cent. cheaper than elsewhere. Brands registered. Write for particulars. Live distributors wanted. The Soter Company, 235 Canal Street, New York City.

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WE WILL BUY for cash or will sell on consignment for cash or on commission, job lots of cigars. Goods must be in good condition at attractive prices. Bank and trade references furnished on demand. D. H. Salinger & Co., 56 E. Randolph Street, Chicago, Ill. 4154

A LARGE CHICAGO FACTORY would like to make connections with Western jobbers on a Havana union-made cigar. Will furnish advertising and introductory work. Address Box 61, care of "The Tobacco World."

SEED LEAF and Spanish binders for sale. Ezra Shank, R. F. D. No. 6, Dayton, O.

EXPERIENCED DECORATOR will arrange for displays in cigar store windows in Philadelphia. Box 888, "Tobacco World."

IMPORTANT NOTICE TO CIGAR JOBBERS—We want you to know that we make the best $20.00 cigar and the best $17.50 cigar you can buy anywhere. Registered brands. Sixteen years' experience. Only one jobber in any territory. Samples to responsible jobbers. T. E. Brooks & Co., Red Lion, Pa.

WANTED TO BUY—Second-hand Progress Bunching Machines. Mention your rock bottom cash price. Box 53, care of "The Tobacco World."

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HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 E. 78th St., New York. 9-1-tf

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

(Continued from Page 33)

CORRECTIONS.

SAFETYGRAM:—30,781. Registered for Peter McGuigan & Sons, Red Lion, Pa. Published in the March 15th issue as having been registered for cigars. Should have read cigars and stogies.

DIKRAN:—30,699. For cigarettes. Published in the February 15th issue as having been registered for D. Serabian & Co., Boston, Mass. Should have read D. Serabian & Co., Inc., Boston, Mass.

CANCELLATION.

BOBBY:—30,680. For cigars and tobacco. Registered February 3, 1915, by F. M. Howell & Co., Elmira, N. Y. Cancelled March 13, 1915.

New Cigar Company for Akron

The Aber-Casterton Company, recently incorporated in Columbus, Ohio, will take over the retail cigar business of J. A. Brittain in Akron.

Mr. Brittain is one of the incorporators of the new company, but will have no active part in its management. Mr. Brittain will continue with his wholesale business at 69 South Main Street, while the new corporation will conduct the retail stands at 69 South Main Street and 114 East Market Street.

Whitfield Cigar Company Fails

A voluntary petition in bankruptcy was recently filed by L. G. Whitfield, individually and doing business as the Whitfield Cigar Company, of 12 South Perry Street, Montgomery, Ala. Officers of the court took immediate possession of the assets.

As the Whitfield Cigar Company, the bankrupt avers that his total debts are $1550.80, while his assets are $2414.95. Individually his debts amount to $624.90, with no assets.

New Cigar Factory Opens in Birmingham

Some thirty-five hands have begun work in the factory of the Lopez Cigar Company which has recently opened in Birmingham, Ala. Many of the hands have been brought from larger cigar centers.

Joseph B. Lopez, of Montgomery, is president of the new corporation, while B. F. Power, of Birmingham, is vice-president. W. L. Gaines, of Birmingham, is secretary-treasurer.

"156" and "C. C. S." are the names of the two cigar brands that will be manufactured for the present.

Competition Keen With Wichita Jobbers

According to the statement of well-known cigar dealers in Wichita, the sales of cigars in that city are proportionately larger than in Chicago. Cigarettes are not so widely smoked as in the East, while cigars of all prices are in good demand.

At the present time competition is rife among the jobbers in the city. Representatives of Eastern concerns are continually in Wichita conferring with their jobbers, and several of the manufacturers have sent men here to assist the jobbers in placing and boosting their brands.

Louis Toro Visits Birmingham

Louis Toro, a member of the firm of El Toro & Company, makers of the well-known Porto Rican cigar brands, was a recent visitor to R. D. Burnett, of Birmingham, Ala. Mr. Toro expressed himself as finding an improvement in business conditions. He is now en route to Porto Rico.

NEWMANN & GACH - Fancy Connecticut Wrappers and Havana our Specialty - **Chicago**

Leaf Tobacco Notes

PENNSYLVANIA

Lancaster, Pa.

Fully 65 per cent. of the crop has been taken by outside concerns and the Lancaster dealers are just beginning to buy. This means that there may not be a whole lot of the best quality leaf still in the hands of growers, although it is reckoned that one-quarter of the crop is still in their hands.

Those who held for better prices have probably been fooled to some extent, as they are now selling leaf for seven or eight cents that would have brought nine or ten cents in the early part of the season. The spring boom which has been looked forward to has failed to appear as yet and the growers are now a little anxious to sell.

It is significant of the changed condition of the Lancaster tobacco market that prior to the last three or four years the entire crop was either sold on the field, before the plants were cut, or before the Christmas holidays. The last few years plenty of growers had their tobacco on hand up to the time the spring work on the farm began, which was a serious handicap, as the care of the tobacco took them from other very necessary work.

CONNECTICUT

Suffield, Conn.

By the looks of things so far this season, the outlook for the coming tobacco season is much better than of last year, which according to the assessors' figures there were about 4400 acres of the weed grown in town. This year's acreage will run up to fully 200 or 300 acres more this season, which will be the largest tobacco season Suffield has ever had. Several new tobacco barns have already been bargained for and just as soon as the weather permits, the building of these will be started. Several of the larger tobacco growers have already built additions to their tobacco barns, and are also planning to grow more tobacco this year. Three of the tobacco warehouses have already closed for the season and the remaining ones are expected to close by the first of April. By doing this, the farmers who are now working in the warehouses will have a chance to get their tobacco beds ready for their own tobacco season, which usually opens by May 15.

TENNESSEE

Nashville, Tenn.

Tobacco movement has not been brisk the past week on account of dry weather, and the temperature has been too low for satisfactory handling. With warmer weather and rains it is thought the movement will again become active. The general tone of tobacco is unchanged. The Tennessee Burley Tobacco Company is receiving tobacco almost daily, having accumulated between 60,000 and 70,000 pounds.

The movement of tobacco from the upper Cumberland River section has been slow up to this time, and it is thought that a large part of the crop is still in the hands of the farmers.

Nashville tobacco manufacturers report the tone of trade as satisfactory, with a fair demand for the output of the factories.

Troy Tobacco Company Incorporates

The William Fitzpatrick Company, of Troy, N. Y., was recently incorporated with a capital stock of $120,000. The concern is authorized to manufacture and deal in tobacco, smokers' articles, snuff grinders, etc. The incorporators are John Fitzpatrick, Thomas Fitzpatrick, William Fitzpatrick, Patrick F. Shea and Walter H. Whitbeck.

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Warehouse: Bird-in-Hand, Lancaster Co., Pa.

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Figuras 39-41, Cable "CUETARA" Havana, Cuba

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420 DREXEL BUILDING.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
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Write for List of Flavors for Special Brands
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Cifuentes, Fernandez y Ca.

Calle De La Industria, 172-174

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"Fragrant Rolls of Choicest Tobaccos"

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INCORPORATED
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MADE IN AMERICA OF THE
"HIGHEST GRADE TURKISH TOBACCOS"
- NO OTHER INGREDIENTS -
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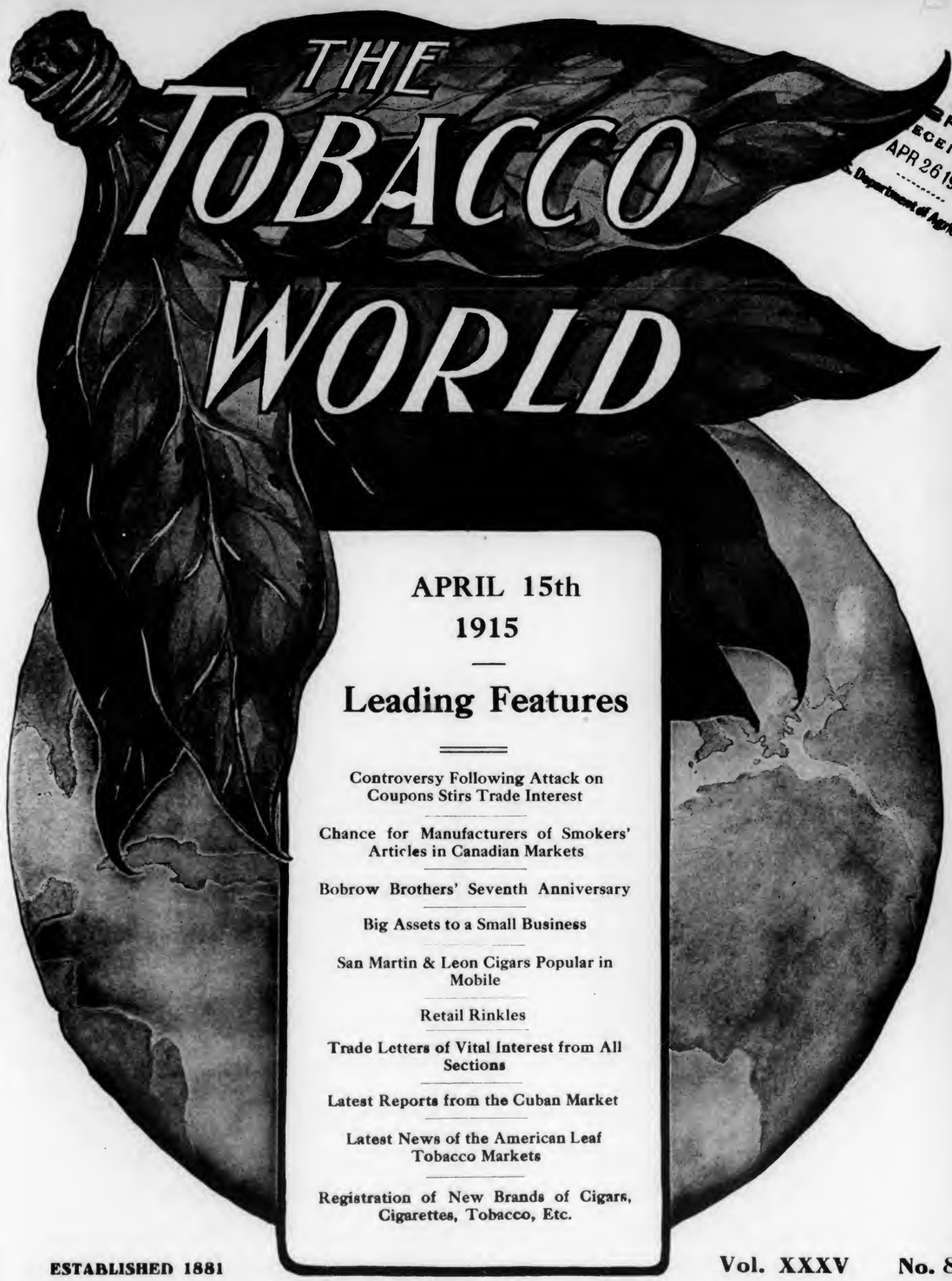

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Trade Letters of Vital Interest from All Sections

Latest Reports from the Cuban Market

Latest News of the American Leaf Tobacco Markets

Registration of New Brands of Cigars, Cigarettes, Tobacco, Etc.

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PUBLICATION OFFICES: 236 Chestnut Street, Philadelphia

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F. LOZANO, SON & CO.

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Makers of the Famous "F. Lozano" Brand

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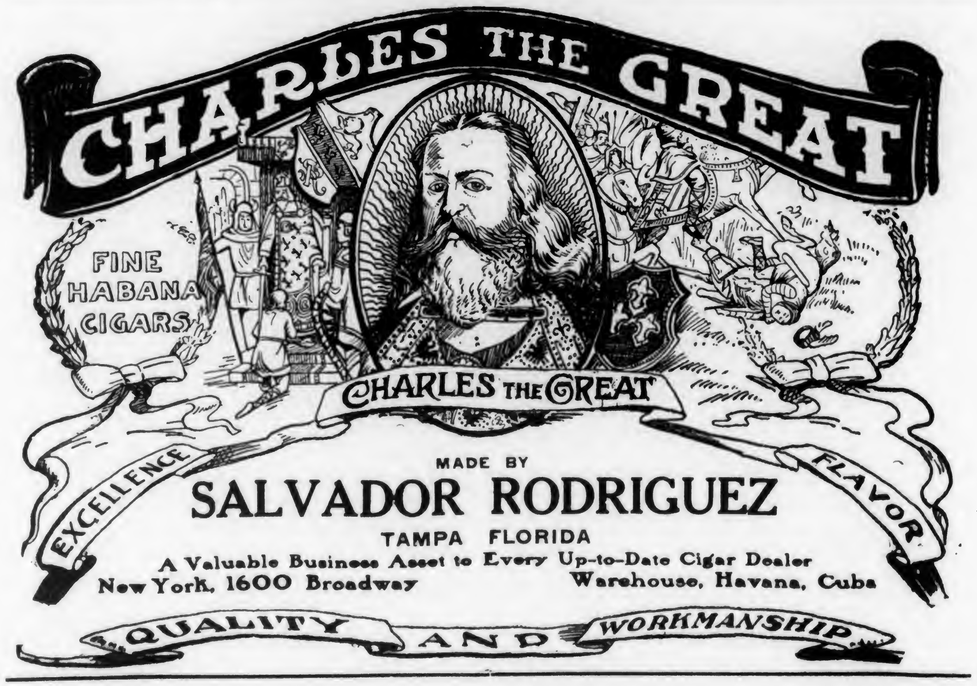

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Western Branch
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Central Union

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1½ ounces—5 cents

United States Tobacco Co.
RICHMOND, VA.

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CIGARS

The Deisel-Wemmer Company
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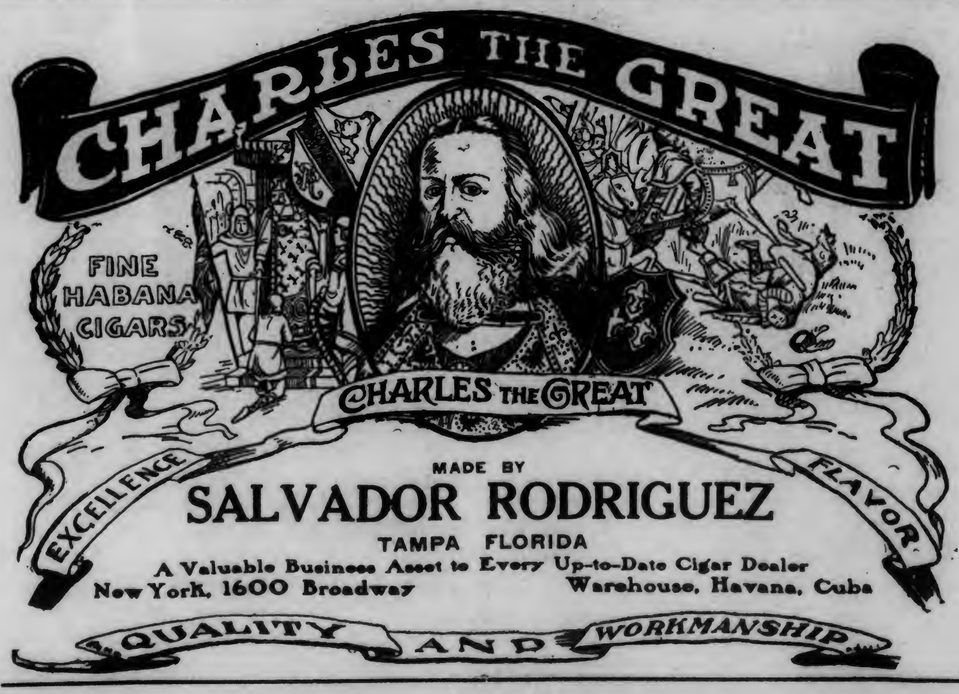

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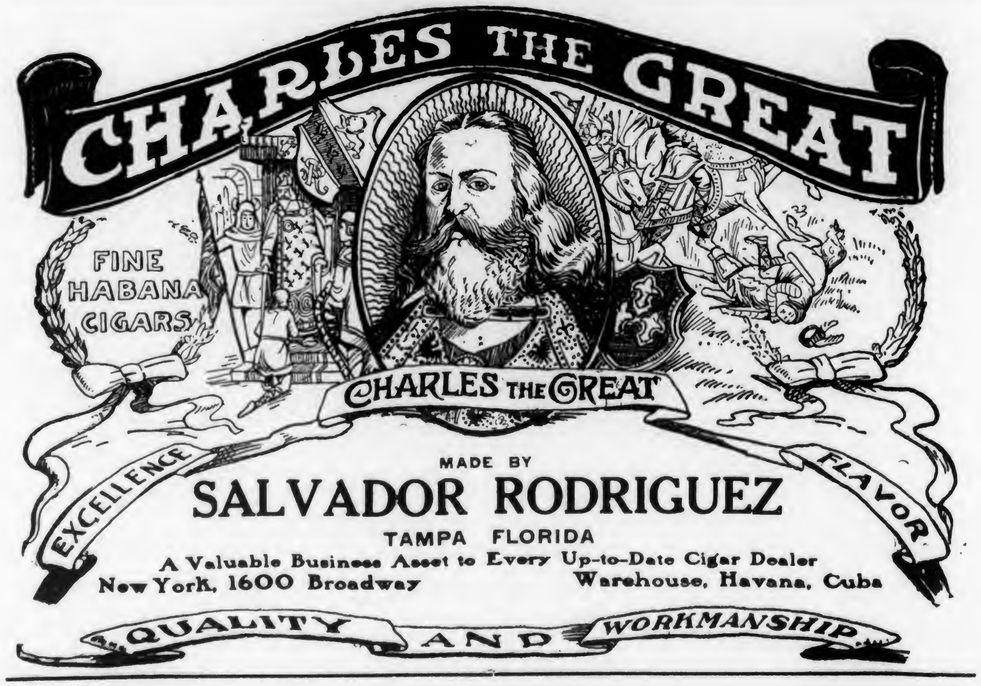

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The Original and Genuine

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Smoking Tobacco in a New Cut

Packed in a Pocket-proof Package

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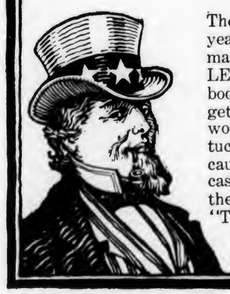
Made in Tampa, Fla.
P. Verplanck & Co.
263 Fourth Ave. New York

UNION LEADER
REDI-CUT
"The Big Ten-Cent Tin"
For Pipe or Cigarette



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P. Lorillard Company
Established 1760

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The Package Perfect

We are prepared to furnish on the shortest notice our recently introduced line of

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Carrying 5, 10, 12 and 25 Cigars

THEY IMPROVE THE CIGAR AND WILL IMPROVE YOUR SALES

These boxes are made from Select Cuban Cedar by our exclusive process, and cigars packed in them are guaranteed to retain their original boquet and aroma. Their sanitary qualities are self-evident.

Manufacturers who have used them have met with instant success on the goods packed in them and duplicate orders have quickly followed.

MR. RETAILER:—Ask that your favorite brand be packed in this style. It will cost the jobber no more and should cost you no more. The results will surprise you.

IT'S AN IDEAL WEEK-END PACKAGE

Samples and Prices Upon Request. *The Ideal Package for Dry Climates.*

TAMPA BOX COMPANY Tampa, Florida

SANCHEZ Y HAYA

Factory No 1

Tampa. Fla.

A New Brand from Old Number 1.

Samples now ready for

"IGNACIA HAYA" Brand

These goods are the last word in fine cigars made from the choicest "Vuelta Abajo" tobacco, under U. S. Government bond inspection. 8 sizes only—Cigars to retail for 2 for 25c. to 25c. each.

Package and goods show quality and class in every detail.

'La Flor de Sanchez y Haya" have always been leaders in their field. Better than ever.

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Broadleaf
Wrapped
Havana
Cigars

Real Havana
Tobacco
Skillfully Blended

Pre-eminent
by Comparison

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HAVANA CIGARS

Highest Quality
Best Workmanship

MADE BY

V. Guerra, Diaz & Co., Tampa, Fla.

E. H. GATO CIGAR COMPANY

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All about Tobacco From the Plant to the Finished Product

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CLEAR HAVANA CIGAR

Made under U. S. Bond by

Jose Lovera Co.

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BAYUK BROTHERS

FIVE CENT CIGAR

PHILADELPHIA

DIAMOND JOE CIGAR FACTORY

ESTABLISHED 1860

BEST THAT SKILL, ENERGY AND MONEY CAN PRODUCE

H. FENDRICH, Maker, EVANSVILLE, IND.

5c CIGAR

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Behrens & Co.

Havana, Cuba
Consulado 91-93

Manufacturers of the old brands

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Best Quality **Best Known**

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Habana

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¶ While many were flying the flag of distress, crying hard times, tariff tampering and war, **BOLD** was sailing along over a calm sea flying the flag of prosperity for **BOLD** cigar in its seventh year **increased in its sales by millions.** Mr. Jobber and Mr. Dealer, we are proud of you, just as you are proud to be one of us; **BOLD** ones, and we ardently thank and fervently assert our appreciation for the part you have played in keeping

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ABOVE ALL

BOBROW BROS. **Philadelphia**

The World's Standard Cigar

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Calle De La Industria, 172-174
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General Agent for United States and Canada

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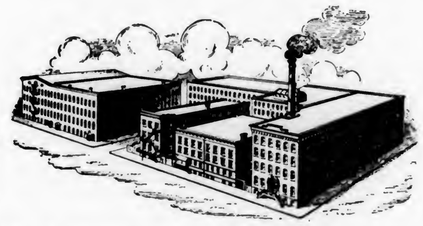

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NEWARK, N. J.

LARGEST INDEPENDENT CIGAR FACTORY IN THE WORLD

MAKERS OF SUCH FAMOUS BRANDS AS

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Packed in boxes of 50, banded
Packed in boxes of 50 foil packages of 6
Packed in cans of 25

Flor de Jeitles CIGARS

The original cigar, packed in cedar paper-covered cans, which now has many imitators

JEITLES & BLUMENTHAL, Ltd.
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Chewing Snuff

We guarantee Copenhagen Snuff is now and always has been absolutely pure.

It is made of the best, old, rich leaf tobacco. The Snuff Process retains the good of the tobacco and expels the bitter and acid of natural leaf tobacco, making Copenhagen the **World's Best Tobacco for Both Chewing and Snuffing.**

Whenever a dealer has any difficulty in obtaining his supply of Copenhagen Chewing Snuff satisfactorily, we will help him if he will write us.

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Repeats Like a Winchester

5c.-Rocky Ford Cigars-5c.

Delicious Flavor
Made at our Newark, N. J. Factories

We also manufacture at our several factories located at Pittsburgh, Pa. the celebrated

[Pittsburgh "FAMOUS" Stogies]

The jobber's biggest asset in the 2 for 5c. line.

Our 2 for 5c. and 3 for 5c. lines of CIGARS and STOGIES are so extensive that space does not permit mentioning

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UNION AMERICAN CIGAR COMPANY

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T. J. DUNN & CO.

Makers of

The New Bachelor Cigar

401-405 E. 91st Street, New York

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CHEWING TOBACCO

Champagne Flavor

Every leaf of ripe, golden brown tobacco used in "PIPER" is carefully selected from Nature's choicest crops, clean, sweet and mellow. Our workmen are experts at blending the richness through the plug. "PIPER" is made as carefully as a pure food —it is wholesome, healthful, satisfying tobacco.

The world-famous "Champagne Flavor" of "PIPER" has added a rich, wine-like tang to the tobacco which is supremely delicious. This wonderful flavor of "PIPER" is found in no other tobacco.

Sold by dealers everywhere in 5-cent cuts and up—also in the new Foil-Wrapped 5-cent Pocket Plug and in handy 10-cent Tin Boxes

The American Tobacco Company

Graham Courtney

"MILD HAVANA BLEND"

They Lead the Leaders

26 SIZES

Acker, Merrall & Condit Company

135 West 42nd Street, New York

HAVANA CIGARS

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The Leader in all the World's Markets

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DIRECT IMPORTERS of the highest grades of Cigars manufactured by the

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all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

Price List Mailed Upon Request.

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The Union Made Cigarette of Quality Bearing Union Label

Ten cents per package of ten. Mouthpiece, Cork Tip, Plain

Live Distributors Wanted

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THE

Key West Cigar Factory

Factory No. 413, KEY WEST, FLA.

Office and Salesroom:
43 to 47 W. 33d St., New York

Why Is It Necessary To Advertise the Imported Sumatra?

The REASON:

American Sumatra Tobacco

Grown by

AMERICAN SUMATRA TOBACCO CO.,

142 Water Street, New York

"Bull" Durham an International Favorite

Prominent Men of all Nations "Roll their own"

There is no purer milder tobacco in the world than

"BULL" DURHAM

In fresh-rolled cigarettes it's fragrance is delicious

Over 1000 Dealers in New York During 1914 Stocked

MI FAVORITA

CLEAR HAVANA CIGARS

The flower of perfect tobacco manufactured in bond has maintained "Mi Favorita" Clear Havana Cigars at the forefront of all brands. Quantity shipments from factory.

MI FAVORITA CIGAR CO., Inc.

Key West, Fla. 529 West 42nd Street, New York

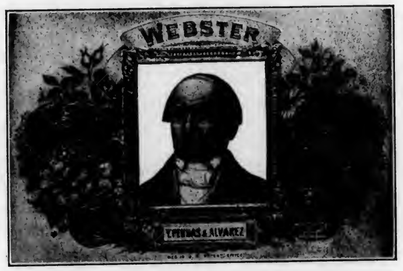
"The Park & Tilford Standard"

Established 1867

Our Motto "Quality"

Y. PENDAS & ALVAREZ

WEBSTER



Clear Havana Cigars

Office and Salesroom, 801-803 Third Ave.
NEW YORK CITY

TAMPA FLA. HAVANA CUBA

Whip Ready Rolled Tobacco

Past Success Plus Present Performance

SELL "WHIP"

First success is bad for some people. They're too liable to rest on their oars. We Pattersons are not that kind. We have scored many national successes but we have kept right on experimenting.

And now—after thirty years—we're ready to state that "Whip" is the sum-total of all tobacco goodness that Patterson genius can make it. It is the best smoking tobacco we ever made—also the mildest.

5c one-ounce tins. 10c two-ounce tins, and in handsome green pottery Patented Self-Moistening 1-lb. Humidors.

M. C. PATTERSON, President

PATTERSON BROS. TOBACCO CO., Inc.

Richmond, Va.

Also makers of "QUEED"—the big 2½ oz. ten-cent tin—a little better than most 2-oz ten-cent tobaccos. You will find it a good seller.

Like his big 10c. brother

LITTLE WM PENN

is "good thru and thru"

½ the size — ½ the price

A *real* little cigar

5c.

THEOBALD & OPPENHEIMER CO.,

1020 SECOND AVENUE, - NEW YORK.

M. MELACHRINO & CO., Inc.

EGYPTIAN CIGARETTES

You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

GRAND DEPOTS OF M. Melachrino & Co., Inc. { London, 8 Regent St., S. W. / Capetown, South Africa / Calcutta, 10 Government Place / Alexandria, Rue Cherif Pacha / CAIRO, Head Office and Factory / Hamburg, 18-20 Grosse Backerstrasse

AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD PRICE LIST UPON APPLICATION

214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXV. PHILADELPHIA AND NEW YORK, APRIL 15, 1915. No. 8.

CONTROVERSY FOLLOWING ATTACK ON COUPONS STIRS TRADE INTEREST

Merchandise Bearing Coupons to be Dropped by Marshall Field & Company—R. H. Macy & Company Remove Slips Before Sale—Coupons Legitimate Advertising, Says One Concern

New York City.

WITH the Western States making life unhappy for the coupon and trading stamp companies, and with Pennsylvania falling in line with a bill with a prohibitive license fee which has already passed the House, the recent attack on the coupon plan by Marshall Field & Company, is likely to arouse a wide controversy out of which may grow some legal actions.

Last week Marshall Field & Company made the announcement that all merchandise involving the use of profit sharing coupons would be dropped from their wholesale and retail business. Managers and owners of department stores took a large interest in the news and the general opinion was that the system of profit sharing through the medium of coupons was misleading.

R. H. Macy & Company followed with a statement to the effect that they were opposed to all profit sharing coupon schemes and that they heartily approved of the action of Marshall Field & Company.

In regard to the Macy Company, it was stated by Samuel W. Eckman, of the National Premium Advertising Association, that the Macy Company extracted the premiums from the packages before the articles were sold at a reduced price. He also stated that these coupons were not destroyed, but were presented to the manufacturers for redemption.

Following this statement, legal counsel for a company interested in the use of coupons, says that such a practice is not only unethical but illegal. The assertion is made that the makers of the articles from which the coupons are thus taken can, by recourse to the courts, secure an injunction against the continuance of the custom. At present, it is charged, the practice of Macy & Company is unfair competition and probably comes within the terms of the Clayton Act. It is argued that Macy & Company in waging its fight against price maintenance is violating both the rights of the manufacturer, who places the coupon in the package, and the rights of the customer, who buys.

Counsel for R. H. Macy & Company admitted the possibility of an injunction being obtained, but doubted if the writ would be tenable.

W. T. Posey, president of the United Profit Sharing Corporation, declared that the controversy would have no effect on their business. He stated that out of the 36,000 dealers who handle merchandise bearing premium slips, protests have been received from not more than ten or twelve. He does not think Macy & Company and Marshall Field & Company will be able to hold out against the popular demand. Mr. Posey added, "The premium business is growing as fast as any I know of. Our business for the month of March was 35 per cent. larger than ever before."

Two Chicago retail associations have taken a stand

(Continued on Page 22)

CHANCE FOR MANUFACTURERS OF SMOKERS' ARTICLES IN CANADA

Very Limited Quantity of Such Goods Produced in the Dominion—Estimated That Ninety Per Cent. of Articles Are Imported—Chance for United States Manufacturers and Jobbers

CONSUL HENRY P. STARRETT, Owen Sound, Ontario, has recently sent a highly interesting report to the "Commerce Reports" regarding the Canadian market for smokers' articles.

This report is of first importance to manufacturers and jobbers in this line in the United States. It is reprinted herewith:

"The universal practice of pipe smoking among all classes of Canadians makes this country an important market for the sale of smokers' articles of all kinds, especially in view of the fact that only very limited quantities of such goods are of domestic production. The total annual sale of tobacco pipes, cigar and cigarette holders and cases, tobacco pouches, and humidors in Canada amounts to approximately $1,000,000, 90 per cent. being imported and the remaining 10 per cent. representing home production.

"During the fiscal year ended March 31, 1914, the total importation into the Dominion of smokers' articles of all kinds amounted to $891,456, of which Great Britain furnished $397,250 worth; France, $205,156; Austria-Hungary, $182,776; the United States, $65,661, and Germany, $24,120. The British trade consisted largely of medium-grade pipes of all kinds; the French, of briers of different grades; and the Austrian, of cheap pipes and holders. As the importations from Germany and Austria have now ceased and those from France are greatly diminished, there remains a deficit of some $400,000 worth of these articles to be supplied by other countries. It is believed that American producers could easily secure a reasonable proportion of this trade, and interested manufacturers are urged to forward their catalogues, accompanied by export discount sheets, to general jobbers in the importing centers of Canada. (There are no importing jobbers of these goods in Owen Sound consular district.)

"All of these goods are imported by jobbers, located at Quebec, Montreal, Toronto, Hamilton and Winnipeg, on terms ranging from 60 days to 6 months' credit, draft with bill of lading attached. Canadian jobbers' terms to dealers are 2 per cent. 30 days, net 60 days, open credit, and their net prices for representative lines are as follows:

"Pipes.—Ordinary corncob, $0.25 to $0.45; low-grade French brier, straight and bent vulcanite stems, metal ferrules, Woodstock, French, Bulldog, Glasgow, Billiard, Hungarian and Taper bowls and shapes, $1.20 to $2.10; same wood and shapes with ambrette mouthpiece, $2; better grade brier, amber tips, plain, $4 to $6; high-grade brier, amber stem, $6 to $9; finest French brier (B. B. B.) with 'Glokar' patented stem, $10 to $14.40, according to shape and size; olive-wood bowl, vulcanite stem, nickel ferrule, $2.75; gold and silver plated mountings, imitation clouded amber stem, $4; manzanita wood, Kern horn screw stem, $2; calabash shape, Persian or satin wood, white porcelain cup, vulcanite

(Continued on Page 20)

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Representative

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CIGAR MANUFACTURERS' ASSOCIATION OF AMERICA

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JOSEPH B. WERTHEIM, 81st and East End Ave., M'hat'n, N. Y. ..... Treasurer
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J. A. BLOCK, Wheeling, W. Va. ..... President
WOOD F. AXTON, Louisville, Ky. ..... Vice-President
RAWLINS D. BEST, Covington, Ky. ..... Secretary-Treasurer

A progressive firm out in Ohio has recently been running a series of advertisements in a metal trade paper and the third ad of the series, says "Printers' Ink," was devoted to the subject "Why Do We Advertise?"

Advertising and Why

We print a portion of the ad herewith and the truth of the statement will be appreciated by every practical and progressive manufacturer who uses space in trade papers.

"When our salesman sends in his card, he isn't altogether a stranger. He represents a concern whose character you know something about. He is selling something besides impersonal metal. Certain ideals of service are back of him; certain standards of doing business. It is those ideals and standards we try to set forth in this weekly message. Those things are what makes this a good concern to do business with."

No manufacturer who expects to see his business grow can afford to neglect the publications of his trade. The salesman of a firm advertising in a trade paper seldom enters a new territory without finding that the products of his employer are already known to the jobbers and dealers.

Have you visited any one of the factories making clear Havana cigars in bond? In Tampa, Key West, New York or elsewhere you will find in each factory one first-class drone. He wears the uniform and cap of Uncle Sam's Internal Revenue Service, but mark you well his salary, and a liberal one at that, comes from the cash box of the factory in which he is installed.

The Drone in the Hive

This is no disparagement of the men who are employed as inspectors in our bonded factories, but it is an emphatic protest against a heavy burden and to us a needless one, which the bonded manufacturers are today carrying.

In framing the regulations governing cigar factories making cigars in bond, it was stipulated that each factory should have an inspector on duty who would open the factory in the morning, close the same at night, have the keys for the bonded storage space allotted to tobacco leaf. For this service the manufacturer pays each inspector in Tampa an annual salary of $1200, and it requires the services of three inspectors to cover two factories to conform with the labor regulations, each man working eight hours per day, so that the annual tax on a factory for inspectors' services is $1800, and provision is made that in case of illness another man is substituted, and the manufacturer pays the salary of both the substitute and the man who is ill and incapacitated.

In New York City, the inspector's salary is $1800 per year, and the same rules govern substitutes and payment for vacations. One New York bonded factory stated that they figured this item of expense at $2200. The difference being that one inspector works a full day in New York which practically is limited to eight hours, as against from sunrise to sunset in the Southern centers.

In all factories, in all locations, however, it is easily seen that the inspector has nothing to do which would warrant any factory paying him more than a nominal sum for his services, if proper regulations were made.

In one Tampa factory at ten o'clock in the morning, we observed the inspector on the front steps of the factory, playing with some children; in a New York factory, we observed the inspector at two o'clock in the afternoon taking a little nap at his desk in the factory office. The manufacturer, who was his nominal employer, smiled at the sight of employee, but he could do nothing about it.

This same manufacturer was one of a number to voice a protest against this needless expense. Why, said he, cannot the government appoint one alert inspector to cover say ten factories each day in a city like Tampa? Give into the custody of the inspector the keys of the tobacco storage cellar, as well as the internal revenue stamps, and let him make daily rounds checking out the needed tobacco and handing out the necessary stamps in each factory, and thus divide up the expense? The inspectors themselves realize they have nothing to do about a bonded factory which would occupy more than a few moments of their time each day, and some of them have looked around for side lines to occupy the time which the bonded manufacturer must pay for and waste.

We think it would be quite worth while for the Tampa bonded manufacturers to take up this matter with the authorities at Washington and see if a change could not be effected which would materially reduce the expense of carrying a man who has little if anything to do.

Miss Jane A. Baker has bought the Junction House cigar and news stand identified with the principal hotel at White River Junction, Vt. When the refurnishing of the stand has been completed, Miss Baker will take on additional brands, desiring to have a more complete line.

"Nightingales" Displayed at Dalton's

"NIGHTINGALE MINIATURES," the popular little smokes manufactured by the Nightingale Cigar Company, of New York, have made their appearance in Philadelphia and are receiving a hearty reception from those consumers of short smokes who appreciate quality.

M. J. Dalton Company, Fifth and Chestnut Streets, have a very attractive display in the Chestnut Street window and it is noticed that the smokers are giving it more than passing attention. The package is no less attractive than the goods and the sales speak for the merit of the cigars.

"Nightingale Miniatures" have been on the market only since January 1st, but in the few months that have passed they have made an enviable record. The brand occupies a prominent place in not a few of the high-grade stores here and its success seems assured.

"San Felice" Distributor Placing New Stands

H. N. Goldsmith & Company, Philadelphia, Pa., local distributors for the "El Verso" and "San Felice" cigars, manufactured by the Deisel-Wemmer Company, Lima, Ohio, are being congratulated on the new display stands they are placing with the retailers featuring these brands. The new stand is thirty-six inches high and is made of metal. From the frame which bears a mahogany finish, extend five arms for the support of the brands. Advertising matter that may be changed daily accompanies the stand.

Searle to Boost "Portuondos" in Buffalo

Warner Searle, for many years connected with the J. F. Portuondo Cigar Manufacturing Company, 1110 Sansom Street, Philadelphia, will follow up the plan undertaken by E. Vanderlip, of Buffalo, prior to his death recently.

It is understood that some of Mr. Searle's far Western territory will be curtailed in order to allow for longer visits to the Lake City.

T. H. Perry Company Boosting "La Saramita"

The T. H. Perry Company, of Detroit, local jobbers, selling the Shields-Wertheim Company's "La Saramita," and the Lubetsky Brothers' "Valla Grand" cigar, are working like beavers, placing window trims on these two brands. They are trimming from fifteen to twenty windows daily and state that already their efforts are bringing results in the increasing demand for these cigars. This firm of jobbers is young in the business, but has displayed hustling business qualities that are most commendable and their future success seems assured.

Philadelphia Notes

"Private Tip," manufactured by Sig. C. Mayer & Company, of Philadelphia, Pa., and distributed locally by the Blakeslee-Snyder Company, Buffalo, N. Y., is having a pleasing demand.

Morris D. Neumann, of the firm of Neumann & Mayer, is now in the West in the interest of the firm's leading brands, "El Tello," "Bella Mundo" and "White Knight." Mr. Neumann expects to be gone several weeks.

Moss & Lowenhaupt, St. Louis jobbers for the "Reynaldo," manufactured by Luckett, Luchs & Lipscomb, of Philadelphia, recently conducted a week's campaign on this brand locally. A feature was the number of window displays on the "Reynaldo" throughout the city.

To mark the opening of his new store at Clinton Avenue North and Franklin Street, Rochester, N. Y., C. D. Ogden, wholesaler and retailer, presented a "44" cigar to each patron on the opening day. Mr. Ogden is the local distributor for the "44" and was formerly located at 15 North Street.

Isadore Mayer, Middle West representative for Jeitles & Blumenthal, Limited, 119 South Eleventh Street, Philadelphia, leaves for this section on April 17th.

The new package of "Statesmen," packed in tins to the number of twenty-five, is meeting with approval wherever introduced.

The cigar department of the Finley Acker Company, at Twelfth and Chestnut Streets, Philadelphia, under the direction of J. Durbin Acker, is featuring "Reynaldo" cigars, manufactured by Luckett, Luchs & Lipscomb. Four sizes are being carried in stock, and the attractive display on these cigars is boosting sales in a satisfactory manner.

John Lupton recently visited Syracuse, N. Y., in the interests of the R. J. Reynolds Tobacco Company, Winston-Salem, N. C., for the purpose of boosting the very popular "Prince Albert." One feature of the work was the window displays on the brand. Attractive displays included the firms of R. S. Smith, the H. Boedtker Tobacco Company and C. W. Barnes.

IRREGULAR PAGINATION

Tampa

Cigar Industry Shows Big Improvement—"Above the Average" New Tampa Brand—A. L. Cuesta, Jr., Returning From Honeymoon—Balbin Brothers Note Increase in Finer Sizes

Tampa, April 10th.

LOOKING back over the sluggishness which has prevailed generally for a more or less extended period, one requires no strong incentive to become enthusiastic at the aspect of improvement which has appeared since the birth of the new year. Certain it is, that Tampa, from the standpoint of her cigar industry, has no reason to complain. A glance over the local situation discloses favorable reports issuing from various of her factories.

The recent reorganization of the Tampa Board of Trade has resulted in the taking up of the cudgels for a new and bigger Tampa. Heretofore, the cigar manufacturers have not patronized this institution as befitted an industry of the size and proportion of that located in this city. Their apathy has been without cause. Knowing this, Ernest Berger, president of the Tampa-Cuba Cigar Company and member of the Board of Trade, has taken up the "forward movement" of that body in its relation to the members of the trade at large. He has had directed to those men of the city interested in the advancement of the cigar business in Tampa, a letter which strongly urges alliance with the newly organized Board and the support necessary for a successful fulfillment of its plans.

Matthew W. Berriman, having recovered from his recent illness, is kept busy these days at the factories. One does not wonder at the excellent business being done on the company's "Jose Vila," when considering the logical and aggressive manner in which Berriman Brothers go after sales on their popular brand. Healthy interest generally spells success.

Much favorable comment is being heard concerning the new fixtures recently installed in the cigar store of Luke Rogers, 308 Cass Street. The store is now one of the most modern in Tampa.

With apologies to our contemporaries, every one knows that the cigar world, principally, consists of Tampa and Cuba. Working on this supposition, Eli Witt, well known locally, has had produced a label which adorns the receptacles for his new five-cent clear Havana cigar, known as "Above the Average." The label depicts a map showing Tampa and Cuba, where the "Average" cigar is made. Above this map appears Eli's new cigar; hence, "Above the Average." Local comment reveals a favorable reception for the new clear Havana. Mr. Witt is boosting the cigar and intends to place it in a class by itself.

Among the several lots of Vuelta Abajo tobacco recently obtained by A. L. Cuesta, of the "Truly Spanish House," was included the noted vega "Campo Hermoso."

A. L. Cuesta, Jr., who is at present on his honeymoon trip in the West, recently stopped off at Denver in company with the company's Western representative, J. R. Hammond, where they sounded the trade relative to business being done on the "Cuesta-Rey" brands. Young Mr. Cuesta, who is returning to the main office, is stopping off at the various distributing points of the company en route.

A topic that has been holding the floor recently has been the remarkable returns manifested by the Internal Revenue receipts ending with March 31st last. The returns from Internal Revenue, as indicated for March, 1914, were listed at $68,778.67. The returns for the month ending March 31, 1915, totalled $77,763.11. This gain of $8984.44, almost $9000, is noted, when it is taken into consideration that surrounding conditions at the present time are not as favorable as they were in the same period in 1914. A further revelation, and one that will doubtless startle the pessimistic members of the trade, is to the effect that March, 1915, returns disclosed a gain over the preceding month of February of $19,450.55, nearly $20,000. As it is generally conceded that the Internal Revenue figures are a barometer by which conditions in the trade may be judged, one would not be far wrong in surmising that the trade, locally, is in a decidedly flourishing condition.

Report received from the factory of Corral, Wodiska y Ca., manufacturers of the well-known "Julia Marlowe" cigar, is to the effect that excellent business is being done by the company on its brands. They state a total gain of 300,000 cigars for the month ending March 31, 1915, over the same period in 1914.

Mr. Torres, of Sanchez & Haya, recently left the city for an appointment with George Meigs in Chicago, Ill. It is understood that the trip was in the company's interests on the Pacific Coast. Some nice Western orders have been received by the company from Ray Nile, representative. Following a visit to Denver, Mr. Nile left for the company's territory in Arizona.

Garrett T. Smith, United States and Canadian representative for the Compania Litografica de la Habana, recently put in a week at the local factories in the interests of his company. Mr. Smith was well pleased with the reception accorded to the work which he displayed in the lithographic line. The orders received from the various manufacturers attested to the favorable competition of the Havana concern. Some orders previously given to German lithographers were included in the list secured by Mr. Smith.

Balbin Brothers, Incorporated, manufacturers of the popular "Elisardo," report a favorable increase in the company's products. During the past fortnight various of the finer sizes were demanded. Calls for the high-priced smokes are always encouraging.

R. B. Wyatt, of the Havana-American Company, has been transferred from the company's office in Havana to the local office.

Charles Goldsmith, of A. Wahnisch, Sons & Company, is back again in Tampa, following a recent two-weeks' buying trip in Cuba.

Recent visitors included S. Strauss, of the New York leaf tobacco firm of Goldsmith & Block; also, Miss Berriman and Mr. Berriman, Jr., son and daughter of Matthew and Mrs. Berriman.

Perfecto.

Cassidy Brothers File Voluntary Petition

John J. and Patrick H. Cassidy, doing business as cigar manufacturers under the name of Cassidy Brothers, 41 Birnie Avenue, Springfield, Mass., have filed a voluntary petition in bankruptcy in the United States District Court in Boston. The petition shows liabilities of $7026, with no assets.

Hinsdale Smith & Company, of Springfield, are the largest creditors, with a claim of $2400. Other creditors are M. H. Barnett, of Springfield; A. J. Rothschild, of New York; R. J. Spier & Company, of Enfield; D. A. Kaiser, of Boston.

Charles B. Perkins & Company, Boston, Mass., feature Park & Tilford's "Mi Favorita." They are the New England distributors on the brand.

The Shade Grown Outlook

Hartford, Conn.

NOTEWORTHY progress in the shade-grown tobacco industry in the Connecticut Valley is observable this year. In 1914 the total acreage under cloth was less than 2000. There is printed below a list of thirty-one growers who will this season put at least 3280 acres into shaded tobacco. This denotes an increase of 60 per cent., which is the largest expansion that has taken place in this important industry in any one of the fifteen seasons since Marcus L. Floyd cultivated the first little patch of tobacco under cloth at Poquonock in the summer of the year 1900.

What is the significance in this disposition of capital to find larger employment in the new tobacco industry? It costs nearly three-quarters of a million of dollars to cultivate tobacco on 1200 acres of land covered with 500 pounds of cheese-cloth to the acre. So much new money is going into shade-growing this year, that the cost per acre, if it is reckoned at $600, the whole 3300 acres will require a cash outlay of very nearly two millions of dollars. Much of this large amount of money goes for wages, and the shade-growers are therefore going to benefit a good many wage-earners in the valley this year. Much of the money goes for fertilizer, which is largely handled by Hartford dealers. The cloth comes mostly from the Carolinas, although some of it is made in New England mills. A good deal of money will have to be invested in new drying-barns for the 1200 acres to be put under cloth for the first time this year, and there will also have to be some new warehouses for sorting and packing the tobacco. Warehouses are expensive to build.

There were two fortunate developments in the shade-growing industry last year. The quality of the tobacco produced under cloth in 1914 was much superior to that produced in 1912 and 1913, two unsatisfactory years, which had left some growers without any profits at all, and a few heavily in debt. Then, a delightful change took place in the feelings of both manufacturers of cigars and dealers in tobacco leaf toward the Connecticut wrapper leaf grown under cloth. After fifteen years of effort and hard experience, the growers had the great pleasure of perceiving that the whole tobacco dealing fraternity recognized that the Connecticut light wrapper had come to stay. Sumatra leaf of a quality no better than that produced in this valley last year costs more than $3.50 per pound, duty paid. This valley produced in 1914 about eight thousand cases of wrapper tobacco, the best of which, selling at $2.50 to $2.80 per pound, was as satisfactory to cigarmakers as the best Sumatra. For the first time since shade growing in this section began the producers were confronted with a demand for more of the new tobacco than they had to sell, which was not wonderful, in view of the fact that there is a market for forty thousand cases of wrapper tobacco in the United States every year.

If there were no "poor years" for the tobacco growers, resulting from climatic conditions, it is safe to say that the production of the light wrapper leaf under cloth would go on increasing year by year until there would be at least 10,000 acres under cloth. Should 1915 prove as good a season as was 1914 it would be a safe prediction that the cloth-covered area in 1916 would not be less than 5000 acres. Already there is talk of projects involving the cultivation of 2000 or more acres by a single corporation. Indeed, there are two companies in existence that have the capital necessary for carrying 2000 acres under shade when the time comes to do it. Perhaps there are more than two of these companies. The American Sumatra Company, which is doubling its large acreage this year, is one of the two.

It is well known that the Connecticut Tobacco Corporation acquired several years ago land enough to make possible an expansion of its fields under cloth to 1000 acres, whenever conditions shall justify it. The following is an approximately complete list of the corporations and individuals that will engage in the business this year, and the number of acres each one is known to intend to cultivate:

Connecticut

	No. of Acres.
Connecticut Tobacco Corporation, East Granby, Rainbow and East Hartford	600
American Sumatra Company, Suffield, Avon, W. Locks and Southwick, Mass.	500
Connecticut Sumatra Company (A. & N. S. Hartman), Buckland	250
Kaiser & Boastberg Company, East Windsor Hill	250
Griffin-Neuberger Company, Clarkville (Bloomfield)	200
Windsor Tobacco Corporation, Windsor	100
Hatheway & Steane, Suffield	150
Steane, Hartman & Company, Poquonock	125
New England Tobacco Corporation, Windsor	75
Hartford Tobacco Corporation, Hazardville	60
Clark Brothers, Poquonock	60
Huntington Brothers, Poquonock	60
O'Conor Haviland Company, East Windsor Hill	55
A. W. Olds, Windsor	50
Joseph Alsop, Avon	40
E. Farren, Tariffville	35
J. S. Dewey, Granby	30
Filkins & Casey, Windsor	25
Harry Griswold, Poquonock	25
W. M. Ketchin, Simsbury	25
Fred Lamphear, Poquonock	25
J. C. Hurlburt, Somers	25
Jonathan C. Eno, Simsbury	16
Schultz & Ellsworth, Simsbury	14
Total	2855

Massachusetts

	No. of Acres.
Cuba-Connecticut Tobacco Company, Feeding Hills	200
Edmund Smith, Feeding Hills	50
Spitzner & Company, Deerfield	50
E. Bach & Sons, Hatfield	50
Cyrus Hubbard Estate, Sunderland	30
George Hubbard, Sunderland	20
F. M. Arnold, Southwick	25
Total	425

Aggregate acreage in two States, 3280.

It is noteworthy that the Connecticut Tobacco Corporation and the Griffin-Neuberger Company do not expand this year. Both concerns have had most satisfactory results with their 1914 crops. Mr. Floyd, of the former, regards his best shade-grown wrapper from last year's picking as the "best ever," and wishes he had two or three times as much of it. Mr. Floyd is entirely satisfied with the present outlook for Connecticut shade-grown. Next year the Connecticut Company may have more cloth spread at Hazelwood—a lot more of it.

(*Continued on Page 20*)

Trade Comment

Sanchez & Haya came in for representation at Washington, D. C., recently through their David H. Moulsdale.

"Flor de Cuba" in fourteen sizes was featured by William Boucher & Sons, Baltimore, during the Easter season.

Succeeding F. J. Prendergast as local district manager for the Liggett & Myers Tobacco Company, W. R. Burke has been transferred to Memphis, Tenn., from Richmond, Va.

Strobl Brothers, Cincinnati, who recently occupied the premises used as headquarters by Henry Straus, report favorable business. They are optimistic concerning the future.

"La Purinda" is being featured during the month of April in Boston, Mass., by the Riker-Jaynes Stores. This cigar is manufactured by the Porto Rico-American Tobacco Company.

The "55" cigar, manufactured by James B. Harrison, Syracuse, N. Y., is reported to be one of the best selling five-cent cigars in local territory. Mr. Harrison reports good business.

C. L. Matthews recently paid a visit to Birmingham, Ala., in the interests of "Camel" cigarettes. He states that business on this brand was good, the sales showing a disposition to increase.

Park & Tilford, well known through their connection with the popular "Mi Favorita," were recently represented in Cincinnati, Ohio, by John L. McKay, who paid a visit to that city in the interest of the company's goods.

T. H. Thornton, Sanchez y Haya, Tampa, Fla., Southern representative, paid a recent visit to Best & Russell, Memphis, Tenn., in the interests of "Sanchez y Haya" brands. He spent three days in going over the territory with L. C. Marsch and C. A. Damman, city salesmen for the latter company.

Marc Brummer, Regensburg man, paid a recent visit to Portland, Ore., in the interests of the company's "Admiration" and "American" brands. "Americans" are distributed locally by Rosenfeld, Smith & Company, while The Blumauer-Frank Drug Company takes care of the distribution on the "Admiration."

The Shade Grown Outlook

(*Continued from Page 19*)

The American Sumatra Company has been buying land "all around the lot," and is branching out extensively, as its acreage last year did not exceed 300. The Hartford Tobacco Corporation, which is the Haas Brothers, may have a larger acreage than that given above. It will be seen that there is developing a large area of shade-grown tobacco on the east side of the river and that there is also considerable growth in Massachusetts.—"Boston Transcript."

CHANCE FOR MANUFACTURERS OF SMOKERS' ARTICLES IN CANADA

(*Continued from Page 15*)

stem, $2.75; calabash shape brier, American meerschaum cup, vulcanite stem, $6 to $9, according to size; all the foregoing prices are per dozen.

"Genuine calabash shells, meerschaum cup, sterling silver ferrule, cost the dealer $1.60 to $2.50 apiece; the same pipe in morocco leather case, $3 to $3.50 each; Vienna meerschaum, straight ambrette stem, plain, in case, $0.75 to $0.85 each; genuine meerschaum pipe, amber stem, without mountings, medium size, $3.75 to $4 each.

"Cigar and Cigarette Holders.—Made of cherry wood or horn, $0.36 to $0.85; same, with bone mouthpiece, $1.10; of horn or white bone, ambrette or vulcanite mouthpiece, $1.20; prices per dozen.

"Pouches.—Imitation leather, rubber lined, purse style, $0.85; round, self-closing, red rubber, 3½ inches diameter, $2; black rubber, interclosing, half-round style, size No. 4, $2; same type, of red corrugated rubber, better finish, size 4, $3.80; prices per dozen.

"Cigar and Cigarette Cases.—Saddlers' or pigskin leather, hand sewn, tooled, $5 to $8; metal frame, morocco grain leatherette, $3.75; same, of seal grain leather, nickel trimmings and frame, $8.40 to $10.80; gun-metal cigarette case, nickel frame, spring clasp, $12; prices per dozen.

"Humidors.—Flemish oak, zinc lined, brass trimmings, with lock, $1.60 each; of dull mahogany, porcelain lined, nickel finish, lock and name plate, $5 to $6.50 each.

"The customs tariff on tobacco pipes of all kinds and on cigar and cigarette holders and cases is 27½ per cent. ad valorem when coming from the United Kingdom, and 42½ per cent. when coming from the United States; on rubber tobacco pouches the duty is 20 per cent. when from Great Britain and 35 per cent. when from the United States. These rates include the increase effective February 12, 1915."—"Commerce Reports."

When George J. Whelan Was in Syracuse

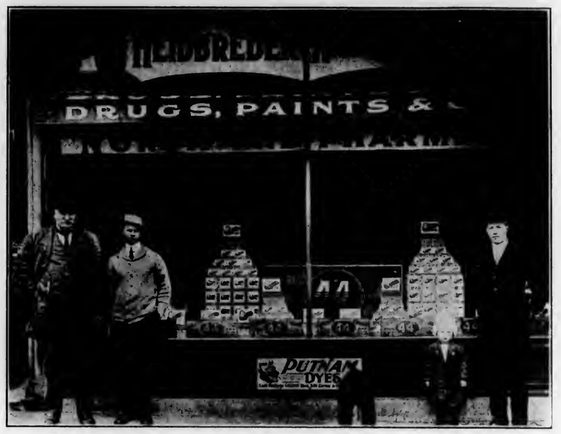
It seems but yesterday that George J. Whelan was handing the "three for" over the counter himself in Syracuse to a big bunch of friends who congregated daily in his store, and that Charles R. Sherlock, since in charge of the advertising department of the "United" stores, was one of those same cigar buyers on his way to his sanctum in the old "Standard" office, where he had a loyal bunch of newspaper men, among whom was the writer, and all of whom were habitues of the Whelan store and passing daily the time of day with Mr. Whelan, now the millionaire in retirement. In that crowd of Whelan customers were Harold McGrath, reporter, now novelist; Frank Marion, now the millionaire head of the Kalem Company, then a reporter under Mr. Sherlock; George Glynn, now auditor to Governor Whitman, and several other notables, among whom was an occasional caller, Edward Westcott, the writer of David Harum, now some years deceased.—"Olean (N. Y.) Times."

Irving Smoke Shop Adds Fourth Stand

Art Stitz, of the Irving Smoke Shop, of Waterloo, Iowa, has recently announced the leasing of a fourth store as a further outlet for their wholesale and retail business.

The new stand will be in the Plaza Building on West Fourth Street. It will be occupied as soon as the new fixtures are installed.

Since the Irving Smoke Shop was organized a few years ago its business in both the retail and wholesale cigar and tobacco lines has shown exceptional growth.



"44" Cigars Featured in Many Western Windows

"44" cigars, smoked as much in the West as in the East, are being featured in many cigar store windows in the vicinity of St. Louis, as well as in other Western territories.

The display here reproduced recently appeared in the window of a customer of the "44" distributor in St. Louis, Mo. It was arranged by the Western representative of the "44" Cigar Company, F. W. Clarke.

"Adlon" cigars, also manufactured by the "44" Company, enjoy an encouraging demand in the Western States.

Last Week Best Trade Report in a Year

Bradstreet's report for the week ending April 9th, states that the week's reports of trade and industrial conditions are the best noted in some time past, and in some respects the most favorable since the spring of 1914. The smart uplift in the stock market has bolstered up sentiment and better weather conditions has given an impetus to the retail trade. Foreign orders for automobiles, tools and machinery indicate capacity work for those lines of manufacture. Collections show improvement, idle workmen are less numerous and the arrival of growing weather has put a more favorable face upon crop reports.

Tampa Box Company Packages for "Coraza Different"

"Attractive" describes the new package just recently shipped by the Tampa Box Company to the Coraza Cigar Company, Milwaukee, Wis. The Coraza Company, who have named the new package "Coraza Different," plan an active campaign on this new offering. It is purposed to concentrate attention on the word "Different," making it the keystone around which the campaign will be laid.

"56" Cigarettes on the "Great Northern" Steamships

Concerning "56" cigarettes, manufactured by the Cado Company, Incorporated, H. Traub, who represents this company on the Western Coast, recently reported to the company at New York a new client for the brand in the name of the Great Northern Pacific Steamship Company. This company will use the "56" cigarette not only on the "Great Northern" but on the "Northern Pacific" as well. Wire received from Mr. Traub directed that the "56" cigarettes be placed on the "Great Northern" before leaving Cramp's Shipyard for her maiden voyage through the Panama Canal to Flavel, Ore.

Bondy & Lederer Brands Boosted in California

Representing Bondy & Lederer, Horace Gladstone is at present in Los Angeles and adjacent territory boosting with the assistance of J. J. Gans & Brothers, California jobbers, the well-known "Tom Keene," "Lawrence Barrett" and "Little Barrett" brands. Mr. Gladstone states that he is well pleased with the results of the campaign thus far.

Other Business to be Acquired by "United"

Statements made at the annual meeting of the United Cigar Stores Corporation of America on the 9th, by George Wattley, secretary of the company, lent further color to the belief that the company is soon to take over the Riker & Hegeman Drug Corporation. Mr. Wattley said:

"In view of the publicity which has been given the matter it is due to our stockholders to announce that there is under consideration a plan for acquiring other businesses which it is believed will prove advantageous to this company if adopted and consummated."

The report of the company for the year ended December 31, 1914, shows that after the payment of preferred dividends there remained a balance available for dividends on the common stock of $1,924,894. This was equal to 7.08 per cent. earned on the $27,162,000 common stock, as compared with 6.82 per cent. in 1913. Dividends and interest received, less charges, amounted to $2,241,784, against $2,171,516 in 1913, with a balance after preferred dividends of $1,924,894, as compared with $1,854,626.

The surplus after the payment of common dividends was $295,174, against $360,716, there being paid $135,810 more in common dividends in 1914 than in 1913. This surplus added to the previous one of the company gave it a total profit and loss surplus on December 31, 1914, of $1,743,442, as compared with $1,448,268 on December 31, 1913.

English War Office Now Permits Smoking

We learn from London, England, through the correspondence of the Associated Press, that the use of tobacco within the confines of the British War Office and Admiralty is one of the innovations which war has wrought in the official etiquette of London. Prior to August 3rd, neither of these great public offices gave official sanction to the fragrant weed.

But with the war came work all round the clock, and the solace of pipe and cigarette was permitted to the night workers. Heads of departments as well as juniors puffed and were comforted. Gradually the use of tobacco spread to the day side, until now the smoker has gained a complete victory over the old traditions.

CONTROVERSY FOLLOWING ATTACK ON COUPONS STIRS TRADE INTEREST

(*Continued from Page 15*)

against trading stamps and coupons and have forwarded a resolution disapproving of the packing of coupons to the manufacturers using the same with their products.

The United Profit Sharing Corporation lost no time in setting forth a sharp answer. The organization which sent the letter and resolution forth to the manufacturers protesting against the packing of coupons with their goods, were notified that the United Profit Sharing Corporation is engaged in interstate commerce and that by the passage of such a resolution the body was interfering with its business.

The letter continued, "and we hereby demand that you retract the resolution which you have adopted and cease to interfere with the lawful business of this corporation. If you are well advised by your counsel, he will inform you that you are guilty of a conspiracy in restraint of trade and violating the law in such a way that this corporation can begin an action against you for triple damages."

It is pointed out by a writer on the subject that the coupon differs widely from the trading stamp. The former is packed with certain manufacturers' specialties and does not interfere with the retailers' freedom of action. If it add patronage to that line of goods it helps the retailer considerably, provided the lines carrying coupons allow a fair margin of profit.

Legislation throughout the country is being agitated to suppress the trading stamp and coupon business, but an injunction recently granted by the Federal District Court of Washington shows an interesting divergence of opinion. The opinion of the Federal Court which granted the injunction suspending the recent Washington law declared constitutional by the State Supreme Court, says:

"The use of trading stamps and similar devices is neither more or less than a legitimate system of advertising, and those who employ that system are entitled to the protection of the Constitution of the United States. As well might the Legislature classify separately those who advertise in the columns of the daily papers, by bill boards or by electrical signs and impose a tax upon them to the exclusion of others engaged in the same business or calling, who do not so advertise. The attempted classification is purely arbitrary, is a manifest attempt on the part of the Legislature to accomplish by indirection what the Supreme Court of the State has declared it cannot accomplish directly, and is in violation of the equality clause of the Federal Constitution."

The failure of the anti-coupon following to get action on the Underwood Bill last year has opened the way for endless bills of a similar character in the different State Legislatures.

The cigar and tobacco industry is vitally concerned in any controversy which arises on this question. Former anti-coupon supporters have fallen in line and are now packing profit sharing coupons with their goods. Without question this variety of premium is a big trade stimulator.

Chain store companies other than the "United" who previously fought for the Underwood Bill have, since its shelving, incorporated their own coupon companies to manufacture and redeem coupons to be used in their own stores, as well as to sell their coupon system to independent concerns desiring to use them.

In addition, a large number of independent coupon companies have been organized in different parts of the country and a careful visit to a fair number of independent cigar stores in any large city will produce at least half a dozen different varieties of coupons.

Business lines in all parts of the United States are agitating the trading stamp and coupon question, and even those who oppose this sort of a premium plan admit the constant growth of the system.

Taking an impartial view of the subject, one cannot help but observe that in cases where the retailer has not been asked to stand a part of the burden incurred by the packing of coupons with certain products, the system works to an advantage.

The cry of "something for nothing" is not strictly true. One buys a certain brand of cigars at an independent store and pays the same price as he does at a stand which gives coupons with the same goods and which sells them at the same price.

Or, on the other hand, if coupons are packed with a certain brand of smoking tobacco and the consumer finds that as pleasing to his taste as the brand which he has been using but which does not pack coupons, he is certainly justified in using the coupon brand if he wants.

It was one thing when each premium manufacturer had his own line of premiums and which for the most part were cheap stuff, but it is an entirely different proposition when coupons are given that can be used for nationally advertised articles and for which there is a standard retail price.

The subject of coupons and trading stamps has assumed a place of prime importance in the business world, and there is no doubt but what a crisis is at hand. It is doubtful if the many State laws against the trading stamp and coupon will be permanently successful. Certainly if there is to be regulation of these companies, it is more desirable that it should be of a Federal nature rather than a different law for each State.

Legislature Hits at Coupons and Stamps

Harrisburg, Pa., April 12th.

Coupons and trading stamps received a severe setback in the Pennsylvania Legislature tonight, when the House passed the Walton Anti-Trading Stamp Bill by a vote of 146 to 17. This bill puts trading stamp and coupon companies under heavy license fees. The fee is $1000 yearly for companies which originate the stamps, and the United Cigar Stores and similar concerns will be called upon to pay $1000 for each place of business. However, a retail merchant could, if he so desired, issue his own stamps, which would reduce his fee to $150 a year.

One-fourth of the revenues would go to the State and the remainder for road and bridge purposes.

Mr. Walton, sponsor for the bill, stated that it has the backing of the Retail Merchants' Association of Pennsylvania, composed of 10,000 members.

Those who spoke in opposition to the bill declared that the license was so high that it would virtually drive the companies out of business.

Cigar Firm Changes Hands

The business of the Guenther-Feather Cigar Company, 126 East Second Street, Jamestown, N. Y., has been taken over by a new stock company which has been formed for that purpose. Charles Feather, who has been actively connected with the firm, becomes president, Henry Guenther retiring. The office of vice-president will be filled by Theodore C. Fox, with Clarence C. Swanson, secretary. The new company's stockholders are all familiar with the manufacturing end. They intend increasing the present capacity.

RETAIL KINKLES

Catchy Schemes Used Successfully By Thinking Men To Improve, Enlarge and Popularize Their Business . .

I recently had for company on my rounds for news, a very agreeable middle-aged man who bears a reputation for his powers of observation that would do credit to "The Thinking Machine" or a "Sherlock Holmes."

Spring Premiums

In passing a certain cigar and tobacco store I heard the familiar chuckle of satisfaction that indicated that a certain problem had been settled forever, in his own mind, at least.

Pausing to learn what had pleased my friend, he remarked, "You can tell all the married men who offer premiums, by what they offer," was his reply. "Take, for instance, that store we just passed, and ask yourself why and from what source he received the thought of appealing to the women of the neighborhood through the medium of mops, special buckets, long-handled brushes and chamois, and if his other half did not lay awake nights telling him how she needed just these articles for her individual use, I'll treat you to the choicest cigar he has in stock. Naturally, if his own household required these accessories, why should not other householders need them, and hence this odd assortment of gifts."

A call at the store referred to brought out the facts almost identically as my companion stated and yet he bought the smokes.

* * *

There is scarcely a follower of Izaak Walton, who does not anticipate the arrival of warm weather, and the accounts of these anglers after a week's fishing, are in many instances properly assigned to the list of "Fairy Tales" with which we were regaled when we were children.

Pipes for the Anglers

This much is certain, however, that to every true fisherman there is an attraction about an up-to-date rod and reel, that when this tackle is offered as a premium for the return of coupons or cash register slips, the dealer is sure of a "bite" from those who angle for the sport and not profit.

And here is where the wide-awake dealer will have a choice collection of pipes and popular brands of smoking tobacco, for while this class of customers would probably say pipes were taboo in the city, on outing and fishing trips, there is nothing that satisfies so completely as a well-filled "hod."

* * *

Now that the national pastime is in full swing, the average small boy has appointed himself a committee of one on ways and means to obtain the necessary implements with which to satisfy his desire to engage in this healthful sport.

Baseball Lures

Cigar and tobacco merchants living in or adjacent to neighborhoods where there are numbers of children should bear in mind the success of that dealer who last year offered prizes of baseballs, bats, gloves and masks, for the return of sales slips which represented goods purchased at his store.

This year, a larger plan has been inaugurated, and teams can be uniformed by mutual agreement of those holding the slips. This surely spells success from the dealer's standpoint, for a selling force augmented by fifteen or twenty youngsters with natty baseball uniforms as the reward will prove mighty good outside influence.

The arrival of warmer weather is the opportunity for retail cigar and tobacco dealers to vary the usual line of premiums and gifts which are offered for increased business.

A Sure Mailing List

The many objects which cater to outdoor life are sufficient to attract new business, and also secure a continuation of old patronage.

The success of one dealer who was located in a suburban town in furnishing a porch swing for a given number of cash register slips, will be renewed this year, and notice of this gift has already been sent to customers and their neighbors.

An authentic mailing list was obtained by giving the children a five-cent coupon for the name and address of the male members of the family, and from this list the announcements were sent, so that the dealer suffered no loss in postage from "removals" or "not found."

* * *

It has been left to the nimble wit of the Yankee, to solve the lawn question for residents in a New England city, whose population runs close to the 10,000 mark.

Working the Twins

Besides offering lawn mowers and garden rakes for the redemption of his private coupons, he has announced that whenever any of his customers will present a given number of coupons, showing that a certain quantity of cigars has been purchased by the box, he will see that the lawn is cut, trimmed and the grass carted from the premises if desired.

The work will be performed by the dealer's sixteen-year-old twins, who, provided a given number of lawns have been cared for, will each receive a bicycle for the birthday anniversary which occurs July 3rd. We are frank to say that the Yankees are justly celebrated for their thrift.

* * *

Many cigar and tobacco dealers who sell cigars by the box and who have practically a monopoly in the way of catering to smokers of high-grade cigars, would scarcely consider that the offering of a premium would meet with the approval of his customers. Yet, the window display which contained a rifle of well-known make, has caused this dealer to announce through window cards and form letters, that for the return of a given number of coupons a rifle or shotgun of any standard make would be presented.

High Grade Premiums

Many of the customers who patronize this dealer were of the class who can frequently secure freedom from business and make trips for pleasure in the out of door world, and this is what first suggested the original window decoration, which proved a timely advertisement.

* * *

Those dealers who plan window displays for Memorial Day, or the offering of appropriate souvenirs, had better see to it that their plans are perfected by the first of the coming month. Don't allow this special occasion to pass without at least making some preparation for new business. The fact that this first summer holiday arrives on Monday, and that a window display could be maintained for several days, should appeal to any one wishing to make a special price or offering for this period.

The Cuban Market

From Our
Exclusive Bureau
74 Virtudes

Havana, Cuba.

Havana, April 9th.

THE demand during the last half of March has been better than we expected, although the number of buyers who have visited us has been very small, and at the moment of writing we think there is not a single foreign buyer in town. This does not mean that there is no demand at all for our leaf, for there remains our commission merchants, who are always on the lookout for business, and who keep their clients fully posted, whenever there is any special offering. Still, as the principal period of stocking up with our leaf has gone by, we may prepare to see some duller times ahead, until the new crop comes to our market and gives new life.

Bad business in the North, and the probable fact that most of the American manufacturers of cigars have lost all faith in our statements about the smaller crop and that the bulk of it perhaps may be unsuitable for their wants, has caused them to be in no hurry to provide themselves for any length of time with our leaf. However, we cannot help thinking that as soon as they can be convinced of the facts, which can no longer be disputed, they will come into the market again and stock up to a larger extent. In the meantime our leaf dealers are in no hurry to slaughter their good holdings, as they feel as sure as ever that they will be all wanted and at higher prices, but for the medium sorts they are more disposed again to accept any kind of reasonable bids.

Our weather conditions were again quite abnormal at the beginning of this month, and we do not remember to have experienced such cold weather in the month of April. The cold wave was preceded by a strong rainfall, which coming from the Northwest, is never considered as a good sign by our vegueros, in fact, they claim that this is often the cause of a bad burn.

Sales from March 16th to March 31st totaled $12,510 bales, which consisted of: Vuelta Abajo and Semi-Vuelta, 7132; Partido, 1263, and Remedios, 4115 bales.

Buyers were: Americans, 7064; exporters to Europe, 73; shippers to South America, 383, and our local manufacturers of cigars and cigarettes, 4990 bales.

Exports of leaf tobacco from the port of Havana, from March 16th to April 3rd inclusive, totaled 12,416 bales, which were distributed to the following countries, viz.: To all ports of the United States, 11,356; to England, 75; to the Canary Islands, 282, and to the Argentine Republic, 703 bales.

Buyers of Leaf Tobacco That Come and Go

Arrivals—From New York: Victor Ettlinger, of E. Hoffman & Sons; M. and E. Starlight, of Starlight Brothers, Incorporated, and Jose Negreira, of Jose Negreira.

From Montreal: G. M. Fortier, of G. M. Fortier, Limited.

Departures—To New York: Antonio Gutierrez, Mr. and Mrs. E. P. Cordero, Harry Cordero, Victor Ettlinger, Jose Negreira, M. and E. Starlight, Julian Llera and William B. Houston.

To Montreal: G. M. Fortier.

To Tampa: Evaristo Villazon, Jose Lovera, Facundo Arguelles and Avelino Pazos.

Receipts of Leaf Tobacco From the Country

	From March 19 to April 1, 1915.		Since January 1, 1915.	
Vuelta Abajo	2,750	bales	27,742	bales
Semi-Vuelta	115	"	2,334	"
Partido	185	"	1,535	"
Remedios	990	"	52,233	"
Oriente	189	"	7,488	"
Total	4,229	"	91,332	"

Cigars

As usual, we shall now submit the statistics of the exports of cigars from the port of Havana, as per our official customhouse returns for the month of March, and the comparison with the previous month of March of the year 1914, and which shows a slight improvement; that is to say, the decrease has been lessened. This more favorable outlook is caused by the heavily increased orders from Great Britain, while the United States, Spain and Canada appear as bad as ever in the list.

Exports from March 1 to March 31, 1915,	10,892,605 cigars
Exports from March 1 to March 31, 1914,	12,678,128 "
Decrease during the month of March, 1915,	1,785,523 "

Decrease by countries, above 20,000 cigars, in March, 1915, as compared with 1914:

Germany	853,400 cigars
United States	752,433 "
Spain	666,170 "
Canada	635,600 "
Australia	329,960 "
France	220,500 "
Belgium	89,850 "
Argentine Republic	72,295 "
Austria	44,000 "
Chile	40,727 "
Total	3,704,935 "

Increase by countries, above 20,000 cigars, in March, 1915, as compared with 1914:

Great Britain	1,623,747 cigars
Italy	81,000 "
Spanish Africa	59,850 "
Gibraltar	39,500 "
British Africa	33,000 "
Egypt	29,200 "
Canary Islands	20,135 "
Total	1,886,432 "

The figures for the three months of this year, as compared with the three months of last year, are as follows, viz.:

From Jan. 1, 1914, to March 31, 1914,	37,673,567 cigars
From Jan. 1, 1915, to March 31, 1915,	24,154,441 "
Decrease during the first 3 months of 1915,	13,519,126 "

The nine principal countries, above 1,000,000 cigars per year, show the following decreases since the first day of January, 1915, as compared with 1914:

Great Britain	2,683,556 cigars
Germany	2,301,889 "
France	2,151,550 "
Spain	1,783,445 "
United States	1,776,389 "
Canada	1,285,473 "
Australia	991,984 "
Chile	329,471 "
Argentine Republic	84,728 "
Total	13,388,485 "

Romeo y Julieta has again increased the number of its cigarmakers, and is working as well as could be expected, under the given abnormal circumstances.

Partagas is also well supplied with orders on hand for prompt shipment, and new calls are constantly received.

H. Upmann & Company are working in a satisfactory manner for the principal consuming countries of the world.

Sol and Devesa de Murias are doing a good steady business for the United Kingdom, and also for the United States.

Most of the other factories are complaining, although there are exceptions.

Hermann Becker, who had been in charge of the export department of cigars of H. Upmann & Company, and had been a trusted employee for over thirty years, died on Easter Sunday, April 4th, after having been sick for quite a while. His funeral on the next day was largely attended by cigar manufacturers and numerous friends, as he had been a great favorite among all the people he had come in contact with during his lifetime.

Don Donato Arguelles, a brother of Don Ramon Arguelles, and who is also interested in the famous Romeo y Julieta factory, left on the 27th ulto., per steamship "Saratoga," for New York, in order to take the Spanish steamer, "Manuel Calvo," from New York for his home in Asturias, Spain. We trust that he will have a pleasant voyage homeward, and enjoy the splendid climate in the north of Spain during the coming summer.

Leaf Tobacco

Sobrinos de A. Gonzalez had done a splendid business during the month of March, as their total sales figured up to 10,065 bales of all kinds of leaf. They still hold some choice vegas, which they are willing to sell at a reasonable price.

M. and E. Starlight purchased for their firm of Starlight Brothers, Incorporated, of New York, 1200 bales of choice vegas during their stay here.

Jose C. Puente & Company were sellers of 515 bales of Remedios and Partido leaf during the past fortnight.

From a good, reliable source we have learned that Victor Ettlinger, of the firm of E. Hoffman & Sons, of New York, bought close on to 1000 bales of fine leaf.

Exporters of leaf tobacco from the port of Havana, from March 15th to April 3rd, both days inclusive, above 200 bales, and including the barrels of stripped fillers, as well as the bags of stripped fillers and scraps (figuring one barrel to be equivalent to two bales), were:

Virgilio Suarez, 2662 bales; I. Kaffenburgh & Sons, 1901 bales; Leslie Pantin, 826 bales; Perez, Capin & Company, 805 bales; Walter Sutter & Company, 618 bales; J. Bernheim & Son, 497 bales; Havana Tobacco Stripping Company, 452 bales; Mark A. Pollack, 434 bales; Maximilian Stern, 361 bales; H. Upmann & Company, 343 bales; Cuban Land and Leaf Tobacco Company, 262 bales; Alberto Trujillo, 258 bales; Jose Suarez & Company, 241 bales; Garcia & Company, 229 bales; Vicente Barba, 203 bales; Manuel Suarez, 201 bales.

Oretaniv.

"Girard" Cigar Takes Well in Tacoma

From Tacoma, Wash., report comes that the Tacoma Grocery Company are having quite a demand on the "Girard" cigar, manufactured by Antonio Roig & Langsdorf, and which brand the Tacoma firm placed on the market only recently. The "Girard" has been extensively advertised, which probably accounts for the vim with which the brand has been received.

Winston-Salem Shipments Break All Records

The return of improved business conditions is forecasted in the recent news from Winston-Salem, N. C., to the effect that during the month of March, 1915, 7,806,321¼ pounds of manufactured tobacco were shipped from that city. This is an increase of 1,396,486¾ pounds over March, 1914.

The internal revenue receipts for Winston-Salem also surpassed any previous mark, totaling $624,505.70 for March, 1915. This is an increase of $111,714.94 over the same month in 1914. Previously the mark was $512,787.76, which was hung up for March, 1914.

The revenue figures have generally included all kinds of manufactured tobacco, snuff and cigarettes. The figures presented above for March, 1915, represent the tax on and shipments of plug, twist and other chewing tobaccos only.

"Conditions Steadily Improving," Says Mr. Wysard

P. A. Wysard, vice-president of the Havana-American Cigar Company, and L. Toro, president of the Porto Rican-American Tobacco Company, were recent visitors to Atlanta, Ga., in the interests of their companies.

Mr. Wysard will spend some time in the South visiting the trade, while Mr. Toro will proceed to Porto Rico.

"Conditions are steadily improving," said Mr. Wysard in a recent interview, "and even now they are better than most men will admit."

Mrs. C. M. Higgins Claimed by Death

Charles M. Higgins, head of the wholesale cigar department of Lee, Cady & Company, Detroit, Mich., is receiving many expressions of sympathy from his friends on the death of his wife, Charlotte M. Higgins. Mrs. Higgins, who was but thirty-nine years old, had been ill for three years. She was a prominent worker for charity.

Chicago

Jobbers Complain of "Hand to Mouth" Buying—Best & Russell Conducting "Owl" Campaign—Hotel La Salle Stand Features "Lozano" Brand

Chicago, April 10th.

THERE has been no marked change in the general trend of the trade during the past two weeks. Business is reported, but the large distributors of cigars declare they are hampered in making a showing by the "hand to mouth" plan which is being followed by many dealers in their buying. This tendency has done a great deal to keep figures down. However, the jobbers declare that one satisfaction in this course is that collections have been very good.

Leaf tobacco dealers declare that the trade both in the city and country is well up to normal. Many of the smaller manufacturers in the towns outside of Chicago bring out new brands in the spring, and of course this means that additional stock is ordered.

Retail trade was exceptionally good last week, which is probably due to the fact that Easter Sunday fell within the period. The weather has been such as to bring out large crowds of smokers. The election of a new mayor for the city during the past two weeks has also done much to stimulate trade, in the opinion of dealers, for, as one of them declares, a mayor could not be elected in Chicago without cigars.

Best & Russell have started an additional city-wide campaign on "Owl" cigar, the famous five-cent seller of that firm. The publicity now consists for the most part of signboard paintings of a huge owl, usually winking, and occupying half of the space, while the other half is taken up with some neat and humorous saying.

Schermerhorn's Cigar Store, at Fifth Avenue and Adams Street, in the Continental and Commercial National Bank Building, has made a display of "Fountain" cigars this week, and has a very neatly decorated window on Fifth Avenue.

T. D. Branyan, of Jose Escalante & Company, returned home last week from a business trip in the East and South. Mr. Branyan is pushing the famous "Corina" cigar, and is meeting with great success. The cigar is to be found in most of the large clubs of Chicago.

Albert Breitung last week featured "Bostonians" in the window of his large store in the Monadnock Building, Dearborn Street and Jackson Boulevard.

"You don't need to quote me," said Albert, "but business is great. I am one of those fellows who believes that the prosperity of this country is too great and too sound at the foundation to be affected even by a world war."

The cigar business in general will be well advertised early next week when Robert Soldat will divert pedestrians by rolling a twelve-inch cigar in West Eighteenth Street, from Blue Island Avenue to Ashland Avenue. Soldat bet with Charles Novak on the mayoralty election and Soldat lost. Each man posted a $25 forfeit in case of "cold feet" when it came to carrying out the bet. Soldat declares he hasn't the remotest idea of forfeiting the $25. Both are cigarmakers.

Cigarettes are being heavily advertised throughout the city at present. Of course, the well-known spring advertising on "Fatima" cigarettes has put in an appearance and is more clever and efficient looking than ever. Schinasi "Naturals" are also being pushed.

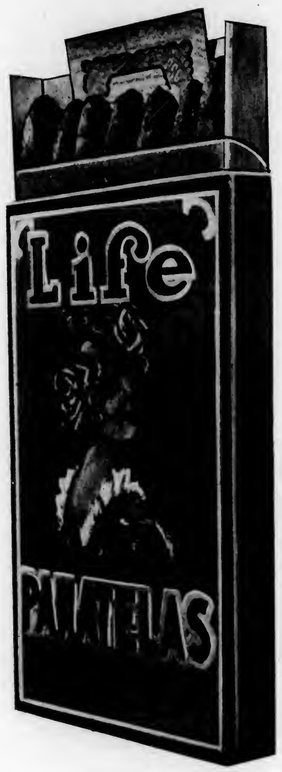
Many of the local cigar stores took particular pains to decorate attractive windows for Easter week, and some very attractive windows were the result. The one in the First National Bank Cigar Store, which contained a number of leaders, was an excellent piece of work. The Monroe Cigar Store had a first-class window on "Flor de Tadema" cigar and "Joy" five-cent seller. The display of the latter was unusually effective.

J. List, superintendent of the Kuhles & Stock Company, manufacturers of cigars in St. Paul, Minn., was in the city for a short time last week. He is on his way home after spending several days at West Baden Springs, the Indiana health resort.

The cigar stand in the Hotel La Salle last week featured "Lozano" cigars of F. Lozano & Company. The brand is one of the most popular with the regular patrons of the hotel, and is kept in a large number of sizes and packings at the request of the guests who have become regular customers on the brand.

The cigar department of Steele, Wedeles & Company, wholesale grocers, is making a great drive just at present on the "Tom Keene" cigar, which is the leading five-cent seller. The goods are being strongly advertised and all the salesmen are making a strong effort to place them in stock everywhere throughout the city.

"Chancellor" cigars appear to be growing in favor, which is probably due to the heavy publicity which has been given to them the past winter. They are now to be seen in most of the best cases throughout the city. G. W. W.



The Famous "Life" Panatelas

Among the short smokes in a popular size at a popular price are "Life" Panatelas, recently marketed by the Patterson Brothers Tobacco Company, of Richmond, Va., makers of the famous "Whip" and "Queed" smoking tobaccos.

"Life" Panatelas are retailed in packages of seven for fifteen cents. The cigars are made by a special process and the delightful aroma during the careful cure and blending of the tobaccos, has gone far in popularizing this convenient size smoke.

Campaigns on "Life" Panatelas have been in evidence in many states east of the Mississippi. The reputation of the makers has established immediately confidence in the goods and sales on the brand are showing a continued growth.

Mobile Smokers Fancy San Martin & Leon Cigars

Herewith a recent window display in one of the stores of Albright & Wood, Mobile, Alabama, on the San Martin & Leon brand, "El Briche." Albright & Wood have four stores in Mobile and find that San Martin & Leon goods are favorites with many of the consumers. These rapidly growing Tampa manufacturers have been producing a cigar recognized for its quality, and the steady growth of their output attests to the increasing popularity of their brands.

SEVENTH ANNIVERSARY FOR BOBROW BROTHERS

Manufacturers of "Bold" Pass Seventh Milestone—Brand Shows Steady Growth in Sales—New Territory Constantly Being Added

SEVEN years ago when Charles and Harry Bobrow started manufacturing in a converted dwelling and produced a five-cent cigar which they named "Bold," there was nothing more than the name to give promise of the tremendous sales which this popular cigar enjoys today.

"Bold" was a very modest and unassuming competitor in the five-cent market in those days. Few, if any, of the big manufacturers knew of it, and if they did it received no consideration as being in any sense a competitor.

Messrs. Charles and Harry Bobrow had scarcely passed their majority when "Bold" was launched, and it might be said that the owners of the cigar have grown up together. The cigar was at first manufactured by the two brothers without assistance, but it was not long before orders began to give indication that the brand was destined for a larger output.

Retailers soon began to observe that the consumer was developing a promising affection for this popular shaped five-cent cigar, and as the months began to go by the orders for "Bold" cigars began to climb. At the end of the first year 60,000 cigars had been produced.

There was no large capital to launch an advertising campaign such as now ushers in the new brands that are offered to the public. The only thing "Bold" had to bolster up its sales was the promise of giving the biggest five cents of cigar value for a nickel.

The proof of the pudding was, as the saying goes, in the eating. The proof of the quality of "Bold" cigars was in the smoking, and in the year 1909-1910 the public displayed such an interest in the brand that the sales grew from 60,000 to 900,000. Speaking by and large, this was growth such as magicians only might show.

The quality of the cigar was maintained and some effort was put forth to acquaint the smoking world with this new star in the firmament. From 1910 to 1911 the sales climbed to 2,500,000.

And so it has gone from year to year, until in 1915 the sales have approximated more than 30,000,000. A modest amount of advertising has been done. The trade papers have been used and salesmen are beginning to appear in distant territories with the "Bold" cigar. From sales of 60,000 in a territory confined to Philadelphia and the vicinity, the output has increased to 30,000,000 and the "Bold" is now smoked far west of the Mississippi.

Bobrow Brothers have become recognized as one of the most rapidly growing five-cent cigar firms in the country. The growth of their sales has aroused the interest of jobbers throughout the country, and today three factories are kept busy manufacturing "Bold" cigars. The task of supplying the demand is becoming more and more of a problem and it is strongly intimated that the time is not far distant when a new home will rise to house the growing army of "Bold" cigarmakers.

Robert Ellis, sales manager for Luckett, Luchs & Lipscomb, is now doing some introductory work on "Reynaldo" cigars with the Baer-Wolf Company, of Cleveland, Ohio.

Detroit

Business Conditions Show Big Improvement—"Reynaldo" Brand a "Repeater" at Pontchartrain—"Dime Bank" and "D. M. Ferry" New Mazer Brands

Detroit, Mich., April 12th.

YES, sir; business is picking up. The dullness of the past few months (which was not unusual, conditions being normal with other years), has been broken, and from now until the first of October, business with cigar retailers and the hotel cigar stands is bound to be good. Detroit right now is enjoying wonderful prosperity. There is no such thing as a skilled workman being out of a job. The automobile factories are operating night and day, and every skilled mechanic who applies is given a job at the highest wages. Banks are loaning money freely, new buildings are going and in all lines of trade and in every section of the city can be seen signs of great prosperity. Detroit has booked a lot of conventions during the next five months, but aside from this business, Detroit will house more tourists than ever. It is only natural that the European war will keep thousands of people in the United States, and if they do any traveling at all they are sure to come to Michigan. Then, again, people from the East who attend the Panama-Pacific Exposition will stop off here and this will mean that the hotels will have a class of people who are willing to spend money. So awaken, ye pessimists, clean up your stores, make them brighter and more cheerful, put in the very best brand of cigars that you can, and don't worry about anything else. You just can't help doing business.

Mike Rosenfield, representing "Charles the Great," was in town this month. This is an excellent selling cigar, as Ed Heineman, at O'Brien & Company, and Bert Johnson, at G. & R. McMillan's, will tell you. In fact, the brand is on sale wherever good cigars are sold.

Charles Bird, who has been manager of the various retail stores in Detroit for the Harry W. Watson Company, has resigned after being associated with that concern for a number of years. It is understood that Mr. Bird is negotiating for the cigar stand at 14 Michigan Avenue, now operated by Lester Wanamaker, who will relinquish the lease on May 1st.

Steve Herz, whose firm distributes the "Reynaldo" cigar, writes that he is bringing out two new sizes, Caronas and Ideals. The writer cannot refrain from praising very highly this brand. The Hotel Pontchartrain cigar stand had never carried it in stock until a few months ago, since which time the sales have been surprising. It is one of the best "repeaters" that we have in stock.

William Higgins, of Park & Tilford, was a visitor this past week. As usual, he showed an excellent line of imported cigars.

The Soper Segar Store, in the Dime Bank Building, will be a busy place for the rest of the season. It is again the downtown ticket sales office for all baseball tickets at Navin Field.

Chambers Segar Store, in the old Telegraph Block, Griswold and West Congress Streets, Detroit, which was opened about nine months ago, has been sold to Theodore Becker, well known in the cigar industry. He has sold cigars on the road for Detroit cigar manufacturers, and has also been in the jobbing business, so that he is thoroughly in touch with all branches of the industry.

Mrs. Charlotte M. Higgins, wife of Charles M. Higgins, manager of the cigar department of Lee, Cady & Company, West Fort Street, Detroit, died early in April following a long illness. She was thirty-nine years old and had long been prominent for her charitable work.

The Mazer Cigar Company has just put out a new brand, "D. M. Ferry," named after the famous Detroit seed man. The same concern will soon bring out another new brand, "Dime Bank," named after the Dime Bank Building, the highest office structure in Detroit. According to Jacob Mazer, the month of March was the best in the history of the concern.

Following an operation from which he has fully recovered, Mr. Oscar Rosenberger is now spending a few weeks at an Eastern health resort. Mr. Rosenberger is president of the Sal Telmo Cigar Manufacturing Company.

Latest visitors in the leaf tobacco trade were: Julius Marquzee, Billy Levison, Fred Singer and Edward Jandorf.

E. M. Harris & Company, who will soon give up its location at 119 Woodward Avenue, has opened its new store in the David Whitney Building, which will be the main office and store after May 1st. Among the brands carried in stock at the new store are "Lozano," "Charles the Great," "El Roi-Tan" and "Flor de Jeitles." Frank Forrest is in charge of the new store, Lander Harris runs the West Fort Street store and Ralph Watkins the 119 Woodward Avenue store. The fixtures of the new store are of dark mahogany. There is also a mezzanine balcony which will be the general office. In addition to cigars, the new store will sell periodicals, etc. The store has an exterior entrance from Woodward Avenue and also a lobby entrance.

A campaign has been started in Detroit by Frank W. Clarke, of the "44" Cigar Company. It is being done through local distributors. Mr. Clarke, who resides in Detroit, recently completed a campaign for his firm in Illinois, which was very successful. He is looking for excellent results in Detroit.

The "New Bachelor" cigar is being well advertised in Detroit at present through numerous window displays. This brand is distributed locally through Claude Howell, the Grand River Avenue distributor.

Al U. Thornburg.

"La Tava" Clear Havana Brand

In the Detroit correspondence for April 1st issue of "The Tobacco World," the "La Tava" cigar, manufactured by the Davis Cigar Company, of 716 Chene Street, Detroit, Mich., was referred to as a ten-cent broadleaf product.

This statement is incorrect, as the "La Tava" is an absolutely clear Havana cigar and retails in several sizes from ten cents to twenty-five cents each.

Liverpool Tobacco Warehouse Damaged

The Stanley Warehouse, one of the world's largest bonded tobacco warehouses, located on the Mersey Docks, Liverpool, England, caught fire recently and did damage amounting to several hundreds of thousands of dollars before the flames were under control.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, ETC., OF "THE TOBACCO WORLD", PUBLISHED SEMI-MONTHLY AT PHILADELPHIA.

Required by the Postal Laws and Regulations.
By the Act of August 24, 1912.

Name of Editor—J. Lawton Kendrick, Philadelphia, Pa.
Managing Editor—J. Lawton Kendrick.
Business Manager—H. B. Hankins, Philadelphia, Pa.
Publisher—Tobacco World Corporation.
Owners—J. Lawton Kendrick, Estate of S. A. Wolf, K. G. Kendrick.

Known bondholders, mortgagees, and other security holders, holding one per cent. or more of total amount of bonds, mortgages, or other securities: None.

(Signed) J. LAWTON KENDRICK.

Sworn to and subscribed before me this 5th day of April, 1915.
JOHN M. HOLTON,
(Seal) Notary Public.
(My commission expires March 1, 1919.)

Big Assets to a Small Business

NEITHER a Wanamaker nor a Whelan could have attained success in their respective lines if they had invested nothing but their money. True money has been necessary, but the dividends have been paid by the brains of these men rather than by their actual cash capitals. Plenty of other men are engaged in business in the same lines and many of them are comfortably successful, but there are still more who are unsuccessful. These two men had no unusual advantages in education or in business but they won out by their sheer ability. It is the personal equation which they have solved that has brought them the success they deserve. Both learned to serve and then taught their employees to serve and to do it efficiently. Unhappily most men fail to realize that the ability to render service is open to every man, and not confined to a chosen few.

Personally I am more inclined to buy goods in a store where there is an appearance of neatness and cleanliness and cheerfulness, and a disposition on the part of the clerk to please me, rather than to deal with a human crab who passes out one cigar on the supposition that the customer has only a nickel or dime to spend.

Here is an actual incident that came under my observation recently. A customer asked for a certain ten-cent cigar. The proprietor took one out of the box and laid it on the counter. "Is that all you have?" asked the customer. There was no reply, but the man behind the counter put his hand in the case and gingerly drew out two more cigars. He could have brought out the box with less effort, but he did not and thereby lost the sale of fifty cents' worth of cigars. The customer took one of the three cigars and threw down a dime. As he walked out of the store he said to the proprietor, "I came in here to buy a half a dozen of those cigars, but as you seemed timid about showing them I will purchase the balance where I will get better service and courtesy."

That remark struck me as being the attitude of many a smoker, and I saw why the cigar trade in many retail stores has dwindled away. Not because of business conditions but because of business methods. A man appreciates courtesy and service as much as a woman, but it is the unusual clerk or proprietor who has come to realize it.

I have yet to step into a chain store and ask for a cigar that a box is not placed before me. They look so tempting that nine times out of ten I buy more than I originally intended. This is equally true of the better grade of independent stores, but as soon as you get away from the business district you get your cigars dealt out to you with a meagre hand.

A man who has traveled the world over and who is a close observer of human nature related the following incidents:

He seldom carries matches and only occasionally buys cigars by the box. However, he buys from one to two dollars' worth daily and his trade is certainly worth catering to. The other evening he walked into a small store with an unlighted cigar and said: "May I have a light?" There was no answer; the proprietor just stared at him. As he walked out puffing his cigar, he said: "Thank you very much." And still there was no reply.

The next morning he walked into a chain store and said, "Do you mind if I light my cigar?" "Certainly not, help yourself," was the quick reply. As he drew away from the lighter the clerk shot a pad of matches across the counter and said, "Here, take some matches with you, you will want another light some time."

Now, the gentleman had five cigars in his pocket, but he walked back to the counter and said, "Let me see your X-brand of cigars." And when the box was produced he stuck five in his pocket, laid a half dollar on the counter and walked out. He told me afterwards that he had no intention of buying those cigars, but the courtesy of the young man moved him to show his recognition and appreciation of it.

He went on to say that there was a store in Erie, Pa., where he bought one of his few boxes of cigars. "That fellow," he said, "is the greatest little service expert I ever saw. Without being obnoxious with his efforts to please, he makes you feel that you are a most important customer. The first time I bought a ten-cent cigar there I got as much courtesy as if I had bought a hundred. I never fail to advertise that fellow wherever I go, and he often tells me that such and such a man who knows me has been in and bought some cigars, mentioning that I had told him about the store."

It does not take education or blue blood to learn courtesy. It can be acquired without difficulty and it is one of the biggest assets of a small cigar store.

I never bought a cigar in a chain store that the coupon was not laid down alongside of it. But I have bought cigars in scores of little stores which advertise a coupon system where I had to ask for the coupon to get it. I am not a coupon fiend, but I believe that every man should make good on his advertising, and whether I am a steady customer or not is no reason for discriminating in the matter of coupon giving.

These independent coupon systems are put in as trade accelerators, but it would take a ten-ton truck to move them off the shelves of some of the small retail stores.

One retailer from whom I occasionally purchase told me when I asked him for a certain advertised brand, that the line had fallen down and that he had little call for it. However, he hastened to show me another brand which was "just as good." I happened to know that the "just as good" brand cost him five dollars a thousand less. To satisfy my curiosity the next time I saw the sales manager of the advertised brand I asked him regarding this particular tobacconist and told him the conversation. It developed that it was the store and not the goods that had "fallen down." The gentleman in question owed for five hundred cigars and could get no more until the bill was paid. Meanwhile, he was stocking every old brand that came along where there was a special discount inducement.

Does this retailer imagine that this sort of thing pays? Personally, I believe that it is the least of his thoughts. Things are a little tight with him and as he has an aenemic line of credit with jobbers and manufacturers, he finds it more convenient to let his old bills run and stock new lines. He complains that his trade is falling off, and I am wondering just how near the sheriff will get to his shop before he sees the reason.

Too many of the small store clerks and proprietors fail to get an outside perspective of their business methods. Not that any one wants to tell them how to run their stores, but a frank talk with a customer would bring out a few hints that would do much toward improving the business if they were taken advantage of.

Personally I do not see why I should do business with a grouch when I can go to a store where I will be treated as if my nickel or dime was worth catering for, where I

(Continued on Page 35)

San Francisco

Exposition Causes Increase in Jobbers' Orders—"Royal Banner" Campaign Bringing Good Results—Vice-President Marshall Gets Box of "Luis Martinez"

San Francisco, April 7th.

WHILE it is undoubtedly true that many more cigars are being smoked in San Francisco as a result of the presence of Exposition visitors, there is some complaint among downtown retailers that they are not getting their share of the increase. The Exposition concessions and dealers at favored points along the lines of travel are, according to many, getting about all the benefit derived directly from the Exposition. The trouble seems to be that the general absorption of San Francisco people in the Exposition for the past month and a half has caused regular smokers to buy less cigars at their old haunts than in ordinary times, and this loss about offsets the increase from the visitors. The stands at the Exposition, those in the hotels and most of the stores along Market Street are, however, doing a big business; and the immense amount of money now being spent as a direct result of the Exposition is bound to spread out before long and give all the dealers a stimulated trade, even though the actual direct business may be small in some localities. The wholesalers report that the city demand shows an increase since the opening of the Fair, though the size of the individual orders continues very small. This is expected to be remedied as soon as the dealers get a little more confidence.

The retail trade shows a number of changes this spring, none of them, fortunately, being of the disastrous sort. D. R. Shaw, who was already the owner of a good stand on Market Street near First, has made a venture into the theatre section, having bought out the Gaiety Cigar Store, at the Gaiety Theatre, on O'Farrell Street between Stockton and Powell Streets. J. Sheldon has sold out his interest in the business of Dunlap & Sheldon, 105 Powell Street, to his partner, W. H. Dunlap, who will hereafter operate the store under his own name. I. E. Charmak, a relative of Abraham Charmak, a well-known retailer, has bought out the stand at Kearny and Sacramento Streets, formerly owned by Lin Plant. Charles Maxwell, who has for several years owned the corner cigar store in front of the wholesale store of the Edward Wolf Company, at California and Front Streets, has sold out the business to H. F. Swift. F. Hoffman has sold out his retail business at 199 Sixth Street to Walker & Rich.

The Edward Wolf Company has had a lot of activity aboard since the last days in March. The remodeling of the premises and the shifting of the main entrance from California to Front Street, accompanied by the cutting down of the space more or less, has required some little attention. At the same time the arrival of some overdue shipments of Manila cigars gave the shipping department plenty to do. To add to the interest, W. A. Yochem, factory representative of the Banner Cigar Company, returned from his Los Angeles trip and began to get busy again with the "Royal Banner" brand in this territory. He has secured a large number of reorders, and is beginning to believe that his "Royal Banner" campaign of the early part of the year made a good permanent impression on the San Francisco trade.

The demand for cigars and cigarettes at the Exposition has led both of the concessionaires, M. A. Gunst & Company and H. L. Judell & Company, to increase their facilities on the Exposition grounds. This week H. L. Judell & Company added another stand and have increased the number of their vendors. This gives the company a total of three stores on the grounds as well as a large force of boys who are selling the company's goods.

Sol Arkush, president of the Pacific Cigar Company, of this city, distributors of the Luis Martinez line of cigars, presented Vice-President Marshall with a box of "Luis Martinez" cigars when Mr. Marshall was in town last week to officially represent the Government of the United States at the Exposition.

J. A. Geiner, a retail cigar dealer of Antioch, Cal., has been visiting the local trade this week, and has incidentally found time to pay some attention to the Exposition.

The store of L. Sanders, at 801 Van Ness Avenue, was slightly damaged by fire due to crossed electric wires, on April 2nd. The loss was fully covered by insurance.

R. E. Carlton, representing S. Bachman & Company, has just completed a short run through his territory in the mining camps of Nevada. He reports business as pretty good, all things considered.

Edward Cohen, publicity man for M. A. Gunst & Company, who has been spending the better part of the last two months with the Gunst stores in Oregon and Washington, has returned to San Francisco, and is once more putting his hand to the advertising end in this city. He believes that conditions in the North show decided signs of improvement all along the line in the cigar business.

P. G. Marion, a well-known retailer of Vacaville, Cal., died at his home in that city a few days ago.

Joseph Kelley, of Tracy, Cal., was a trade visitor here a few days ago. He reports a good spring outlook in the San Joaquin country.

J. M. Pendas, of Y. Pendas & Alvarez, who arrived on the Pacific Coast about the middle of February, and who after a few days at the San Francisco Exposition started out on a tour of the Coast in the interest of business in company with C. W. McCormick, Coast representative of the house, has now completed the trip and is again in San Francisco. He will spend a few days more in this city and will then leave for the East. Allen.

Tobacco Exports From Brazil Fall Off

Tobacco exports from Brazil showed a great falling off during the last five months of 1914, which was to be expected in view of the closure to Brazil of the Hamburg market, in which Brazilian tobacco was mostly sold. There are, however, some hopes that the French Regie may purchase direct instead of through Hamburg as formerly.—"Commerce Reports."

To Band or Not to Band

(Apologies to Walt Mason.)

To band or not to band, that's the question now on hand. It's the crook who's to blame, it's his nasty petty game. He's too wise to take a bluff, he's not afraid to stuff. Every time he's told to quit the fraud he says he simply can't afford. You can't scare him with a gun, he sneers at you and calls that fun. In the meantime the smoker's cheated and the crook the law has beat it. So I think it's time we get up sand and around our cigar we put a band.

A. M. Schwarz.

American Tobacco Imports Lead in the Canaries

Direct imports of leaf and scrap tobacco have been increasing until they now exceed in value any other article of American export to the Canaries. Until the beginning of hostilities much came via Hamburg, and some still arrives from Liverpool, but the trade is now largely direct. The financial assistance of German and British firms is still necessary, however. The tobacco trade was hard hit by the war, but is showing signs of recovery.

All tobacco produced in the Canaries is grown on the Island of La Palma. It is estimated that at least one-fifth of the male inhabitants of this district have worked, at one time or another, on Cuban plantations, and are more or less skilled in the processes of growing and curing tobacco. The seed used is of Cuban origin and the product resembles that of the Remedios district, but is locally considered to be of better grade, though the quality varies greatly according to the season and the care used in curing. Seeking to be less dependent upon foreign sources, the Spanish Government has made efforts to encourage tobacco growing in this province. In 1904 an expert was designated to advise and assist the planters, and the Spanish Regie was induced to offer to purchase annually 220,000 pounds of Canary tobacco at prices equal to those paid for Remedios. For some years purchases were made, but the quality of the La Palma crop has improved, and the tariff raises its price so that it is more costly than Remedios and the company has not bought any for a long time, though it still advertises annually for bids from growers, offering last year prices ranging from eleven and one-third to seventeen and one-quarter cents per pound. Canary tobacco actually brings eighteen to twenty-five cents per pound, and the production runs from 50,000 to 80,000 pounds annually. The industry is not expanding, though there is suitable land available for a much larger crop, for it is dependent upon protection, and cannot outgrow the local demand without meeting a heavy drop in prices.—"Commerce Reports."

½ Actual Size

Pocket Pack Closed Five 10c Reynaldos

Pocket Pack Open ½ Actual Size

Now and Forever

Reynaldo

MILD HAVANA CIGAR

"Made So Well This Generation, It Will Remain the Next Generation's Favorite"

No Other Cigar Can Approach the Quality of Reynaldo—No Packages Can Approach the New Reynaldo Styles

Convenient, attractive and bringers of bigger business.

With the Reynaldo Pocket Pack (5 Reynaldo Librettos at 50 cents) it's about as easy to sell five cigars as it formerly was to sell three. The Reynaldo Vest Pack (3 Reynaldos, Tri-size, at 25 cents) also means a more profitable customer.

Instant "hits" with smokers — increased profit bringers for retailers. Keep the cigars in perfect condition until smoked.

½ Actual Size

Vest Pack 3 for 25c Reynaldos

Luckett, Luchs & Lipscomb, Bulletin Building, Philadelphia, Pa.

"ONE A MINUTE," SAID THE LATE P. T. BARNUM

Certain Mankato Smokers Agree—No Chance to Sell Any More "Smuggled" Goods in Mankato

"ONE a minute," said the late P. T. Barnum, and the tide of events seem to indicate that it was a good guess. P. T.'s judgment is now considered A-1 in Mankato, Minn., and this concession on the part of certain connoisseurs of cigars of that growing city is agreed to by thousands of others elsewhere who have had their little run with the "cigar smuggler" and "Spanish prisoner" baits.

Recently a stranger gave Mankato the "once over" and then called upon certain citizens more or less prosperous and revealed to them that he had just come up from Cuba with a cargo of cigars which he had succeeded in "smuggling" into the country. He had plenty of samples with him and they were freely passed around. These proved to be quite an improvement over the "Made in Mankato" brand, and some of the gentlemen were eager to get a thousand or so of the "smuggled" goods to pass out among their less fortunate friends. The stranger advised them that these goods cost in the United States from $100 a thousand on up, but that as he was helping a brother through school he was willing to make some sacrifices in order to lay hands on some regular United States money that could be changed in a bank.

The story goes that the stranger certainly sacrificed, for he offered these goods as low as $30 a thousand. Finding takers at this price, he became more optimistic regarding the loose change in Mankato, and according to rumor, got as high as $50 and $60 a thousand.

Unfortunately he could not make all deliveries at the same time, and as a result before he was finished with his customers, one of the purchasers accused him of selling goods inferior to samples. In fact, it is said that when some of the purchasers started in on their cigars, it became necessary to open the doors and windows while the smokers were compelled to take to the open air.

Some of the smokers cornered the vendor before he succeeded in catching the night express and there were harsh words spoken. It was plainly stated that he had not sold goods that were up to sample.

The "smuggler" then admitted that they were cigars made in Connecticut, but also pointed out that he would not advise any of the purchasers to "start something," as they had purchased what they supposed were "smuggled" goods, and that, therefore, he could probably arrange it so that they would have some tall explaining to do with representatives of the Internal Revenue Department and Customs Service.

After some deep thought over the matter it was decided not to prevent the stranger from making his train, as it did look as if he had them in just about as unpleasant a position as they had him.

It is said that the call for made-in-bond cigars is now on the increase in Mankato, as the "samples" of the stranger educated the tastes of the several connoisseurs who laid in a supply of "smuggled" goods, beyond the ordinary local domestic brands.

Has Collapsible Paper Cigar Box

John Wise, a cigarmaker of Menasha, Wis., has recently secured a patent on a cigar box which he believes will revolutionize the cigar box industry. The box is made of paper and is collapsible.

SIGNS! SIGNS!!

But Why Specify Eclipse Signs ?

This question was put up to a well-known cigar manufacturer who is a big user of our high grade Paper Enameloid Signs. This is what he told the man who made the above query:

"We find that ECLIPSE PAPER ENAMELOID SIGNS are one of the biggest selling forces we have ever used in reaching the consumer."

Our Paper Enameloid Signs SELL Cigars—that is the answer to the fact that Sales Managers WHO KNOW always specify ECLIPSE PAPER ENAMELOID SIGNS in planning their campaigns to sell the consumer.

Our success with Eastern cigar manufacturers is resulting in a big awakening in the Middle West. If you have not done so, write now for samples of our effective and striking signs. We cater exclusively to manufacturers.

Smoke Talk No. 14

Worker or Shirker?

Choose your smoke. *For the shirker*—the rich, druggy, all-Havana cigar that dulls the senses, worries the nerves and slows up the brain power. *For the Worker*—a light, enjoyable cigar that is all pleasure and no harm, a blend of light Havana and domestic tobacco—the

Robt. Burns

MILD 10c CIGAR

THE TOBACCO WORLD REGISTRATION BUREAU

The Tobacco World, established in 1881, has maintained a Bureau for the purpose of Registering and Publishing claims of the adoption of Trade-Marks and Brands for Cigars, Cigarettes, Smoking and Chewing Tobacco, and Snuff. All Trade-Marks to be registered and published should be addressed to The Tobacco World Corporation, 236 Chestnut Street, Philadelphia.

One Dollar for each title must accompany all applications. In case title or titles cannot be registered owing to prior registration, same will be returned immediately, less our usual charge for searching and return postage, or it will be credited if desired.

☞ Positively no responsibility assumed for errors, duplications or any controversies which might arise. We will not under any circumstances act in a legal capacity in cases concerning disputed titles. We maintain a bureau of records only.

REGISTRATIONS.

SAFETY SMOKE:—30,839. For cigars. March 30, 1915. Central Cigar Box Co., St. Louis, Mo.

COLCHERENA:—30,840. For cigars. March 30, 1915. Morris Colchinsky, West Philadelphia, Pa.

THOUSAND RINGS FOR A NICKEL:—30,841. For cigars, cheroots and stogies. March 30, 1915. J. B. Colley.

QUAKER RIDGE:—30,842. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. March 31, 1915. Pasbach-Voice Litho. Co., New York, N. Y.

HAVANA TRAIL:—30,843. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. March 31, 1915. Pasbach-Voice Litho. Co., New York, N. Y.

CLEVELAND LIFE:—30,844. For cigars, cheroots and stogies. March 31, 1915. H. Goldberg Co., Cleveland, O.

STAG CLUB:—30,845. For cigars. March 31, 1915. Geo. H. Trout, Baltimore, Md.

THREE BLACKS:—30,846. For cigars, cigarettes, cheroots and stogies. April 1, 1915. The Joppa Cigar Mfg. Co., Lyons, N. Y.

WALTIA GARCIA:—30,847. For cigars. April 2, 1915. Mahler & Stein, New York, N. Y.

LOLA Y LALO DE HOYO GRECO:—30,848. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. April 5, 1915. Michael Greco, New York, N. Y.

JESS WILLARD:—30,849. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. April 6, 1915. B. W. Soldat, Chicago, Ill.

CHAMPION WILLARD:—30,850. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. April 6, 1915. B. W. Soldat, Chicago, Ill.

LA KEEBA GRANDE:—30,851. For cigars. April 7, 1915. H. Mansky, New York, N. Y.

KATE & DUPLICATE:—30,852. For cigars, cheroots and stogies. April 9, 1915. Heed & Harris, Belmont, O.

LASKE'S NATURAL LEAF CLIPPINGS:—30,853. For chewing and smoking tobacco. April 9, 1915. Julius Laske, New Haven, Conn.

TRUAVANA:—30,854. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. April 9, 1915. Pasbach-Voice Litho. Co., New York, N. Y.

SCHENECTADY CITY GENTLEMEN:—30,855. For cigars. April 10, 1915. George Taylor, Scotia, N. Y.

LA STEDMAR:—30,856. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. April 10, 1915. Harold Levy, Reading, Pa.

TRANSFERS.

THREE BLACKS:—30,846. For cigars. Transferred March 3, 1915, to W. L. Voelzer, Lyons, N. Y., by Henry Vosteen. Transferred March 10, 1915, to Joppa Cigar Mfg. Co., Lyons, N. Y., by W. L. Voelzer, Lyons, N. Y.

PAUL & VIRGINIA:—22,490. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Transferred December 31, 1914, to Moller, Kokeritz & Co., by Klingenberg Bros. Transferred to Garcia, Pando & Co., New York, on April 8, 1915, by Moller, Kokeritz & Co., New York, N. Y.

CORRECTION.

GREEK CROWN:—30,792. Published in the March 15, 1915, issue as having been registered for cigars by D. Benas & M. Amirolis. Should have read cigars, cigarettes and tobacco.

Deisel-Wemmer Incorporate Brunswick Cigar Company

Curiosity has been aroused concerning the recent incorporation in Ohio of the Brunswick Cigar Company, with a capital of $50,000 and with Messrs. Henry G. Wemmer, Henry Deisel, Sr., R. J. Plate, C. B. Plate and S. Weinfield as incorporators.

As Mr. Deisel and Mr. Wemmer are the manufacturers of the widely known "San Felice" and other brands, it was concluded that this new corporation is to also engage in the cigar manufacturing business.

The facts of the case, however, are something entirely different. It is stated from a reliable source that the main object of the Brunswick Cigar Company is to take over the business of a jobber in Kansas City, Mo., who formerly handled the products of the Deisel-Wemmer factory. It is for the purpose of strengthening the sales of the Deisel-Wemmer products on the Western markets that a charter for the Brunswick Cigar Company has been secured. This new company will handle the well-known Deisel-Wemmer brands, but will, of course, fill in their lines with other goods wherever necessary.

Connecticut Leaf Men Choose Convention Delegates

At the annual meeting and dinner of the Connecticut Leaf Tobacco Merchants' Association, held recently at the Allyn House, in Hartford, the following delegates and alternates were chosen for the National Cigar Leaf Tobacco Association Convention, to be held the second week in May, at Dayton, Ohio: Delegates—M. P. Haas, S. Hartman and A. A. Olds. Alternates—H. Steane, J. J. Connors and G. Hartman.

Allentown Factory Changes Owners

Joseph Solomon, formerly a foreman and blender in one of the factories of the United Cigar Manufacturers' Company, and more recently employed in the Allentown factory of Bondy & Lederer, has purchased the "Fair Helen" cigar business and will continue the manufacture of the same at the present location. Union cigarmakers will be employed by Mr. Solomon, who expects to boost the business of the "Fair Helen" considerably.

Tobacco Cultivation Grows on Island of Tobago

On the little island of Tobago, which forms part of the colony of the British West Indies, the production of tobacco promises to become quite important. Much interest of late is manifested in its cultivation. In addition to the amount consumed locally, the value of tobacco shipped to Trinidad in 1914 was approximately $15,000. In 1897 the value was officially placed at $72.

Alleged Box Stuffer Fined

C. F. Larey, a druggist at Thirty-first and Main Streets, Kansas City, Mo., was recently sentenced to one day in the county jail and fined $250 and costs by Judge Van Valkenburg in the Federal court. Larey pleaded nolo contendere to a charge of substituting cigars in cans and boxes, and failure to destroy the Government revenue stamp.

The "Shinyo Maru," which recently arrived at San Francisco, brought a big cargo from the Philippines, and among which was half a million cigars.

BUSINESS OPPORTUNITIES

For Sale, Wanted and Special Notices

RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS
PAYABLE IN ADVANCE

Special Notices.

MONROE ADLER,
CIGAR BROKER,
186 N. La Salle St., Chicago, Ill. 6-17-he

LANCASTER STOGIE COMPANY,
MANUFACTURERS OF HIGH GRADE STOGIES,
120 Water St., Lancaster, Pa.

HIGHEST GRADE OF WHEELING STOGIES—That will please the most exacting smoker, are made by C. A. Kase, Seventh and Main Streets, Wheeling, W. Va.; Factory 33; Established 1895.

AN ESTABLISHED MANUFACTURER desires a few more accounts on his or private brands. Box 61, care of "The Tobacco World."

Wanted.

CASH PAID FOR CUTTINGS, SCRAPS & siftings.
Write to H. Adler & M. Meyerson, 332 E. 48th, New York

IMPORTANT NOTICE TO CIGARETTE MANUFACTURERS—We manufacture cigarettes for the trade; we also supply tobacco boxes and labels 25 per cent. cheaper than elsewhere. Brands registered. Write for particulars. Live distributors wanted. The Soter Company, 235 Canal Street, New York City.

WE WILL BUY for cash or will sell on consignment for cash or on commission, job lots of cigars. Goods must be in good condition at attractive prices. Bank and trade references furnished on demand. D. H. Sahnger & Co., 56 E. Randolph Street, Chicago, Ill. 4154

Wanted.

DEALERS AND JOBBERS WANTED to handle the wonderful "NOBLY" cigarettes. Apply to A. Silberberg, manufacturer, 42 First Avenue, New York City.

A LARGE CHICAGO FACTORY would like to make connections with Western jobbers on a Havana union-made cigar. Will furnish advertising and introductory work. Address Box 61, care of "The Tobacco World."

SEED LEAF and Spanish binders for sale. Ezra Shank, R. F. D. No. 6, Dayton, O.

EXPERIENCED DECORATOR will arrange for displays in cigar store windows in Philadelphia. Box 888, "Tobacco World."

IMPORTANT NOTICE TO CIGAR JOBBERS—We want you to know that we make the best $20.00 cigar and the best $17.50 cigar you can buy anywhere. Registered brands. Sixteen years' experience. Only one jobber in any territory. Samples to responsible jobbers. T. E. Brooks & Co., Red Lion, Pa.

WANTED TO BUY—Second-hand Progress Bunching Machines. Mention your rock bottom cash price. Box 53, care of "The Tobacco World."

For Sale.

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 E. 78th St., New York. 9-1-tf

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

Patents of Interest to Tobacconists

Cigarette Machine, No. 1,133,844. Napoleon DuBrul, Cincinnati, Ohio. March 30, 1915.

Cigar Lighter, No. 1,133,544. Edward Faint, Okanagan Landing, British Columbia, Canada. March 30, 1915.

Cigar Bunch Forming Machine, No. 1,133,847. Thomas E. Fearon, Philadelphia, Pa. March 30, 1915.

Cigarette Machine, No. 1,133,951. Ethel C. Gallup, New York, N. Y. March 30, 1915.

Machine for Stripping and Booking Tobacco Leaf, No. 1,133,799. Oscar Hammerstein, New York, N. Y. March 30, 1915.

Device for Making Cigarettes, No. 1,133,972. Henry Knight, Tunbridge Wells, England. March 30, 1915.

Cigarette Case, No. 1,133,745. Leo Potter, assignor to E. Potter, New York, N. Y. March 30, 1915.

Cigarette Rolling Machine, No. 1,134,013. James E. Roache, New York, N. Y. March 30, 1915.

Smoking Device, No. 1,133,404. Jacob Roether, New York, N. Y. March 30, 1915.

Cigar Wrapper Counter, No. 1,133,333. David Strasser, assignor to Cigar Wrapper Register Company, Inc., New York, N. Y. March 30, 1915.

Tobacco Curing and Yellowing Pan, No. 1,131,805. John H. Ashburn, Ararat, N. C. April 6, 1915.

Cigarette Wrapping and Tucking Machine, No. 1,134,138. Bernhard T. Burchardi and B. E. Teale, Brooklyn, N. Y. April 6, 1915.

Cigarmaking Machine, No. 1,134,469. Willard C. Lipe and J. W. Coughtry, deceased, Syracuse, N. Y.; S. Coughtry, Administratrix. April 6, 1915.

Heading and Finishing Mechanism for Cigarmaking Machines, No. 1,134,470. Willard C. Lipe and J. W. Coughtry, deceased; S. S. Coughtry, Administratrix, Syracuse, N. Y. April 6, 1915.

Cigarette Machine, No. 1,134,638. Salvador Ragona, New York, N. Y. April 6, 1915.

Tobacco Moistener, No. 1,134,232. Harry A. Ross, Atlantic City, N. J. April 6, 1915.

Cigar Machine, No. 1,134,246. Oluf Tyberg, Point Loma, Cal., assignor to International Cigar Machinery Company, New York, N. Y. April 6, 1915.

"Portuondos" at National League Park This Year

The management of the Philadelphia National League Grounds at Broad and Huntingdon Streets, Philadelphia, are planning for a wide distribution of the "Portuondo" brand, which has the exclusive cigar privileges during the regular season. Advertising matter and additional space on the official score card has been obtained, and every indication points toward another successful season from the manufacturer's standpoint.

CORRESPONDENCE SOLICITED
JUST THINK-5¢ BUYS A
LA FAMOSA
EQUAL TO ANY MILD 10¢
CIGAR
E. Kleiner & Co., Makers, New York

NEWMANN & GACH - Fancy Connecticut Wrappers and Havana our Specialty - Chicago

Big Assets to a Small Business

(*Continued from Page 29.*)

can get a match or a light without sending an ambassador to the proprietor with a petition from my neighbors, and where I can get quick and intelligent service without asking for a "Romeo y Julieta" or a "Corona."

There is no reason why a small retailer should not know as much about the cigars that he sells as his downtown competitor. The salesmen are intelligent men and are always willing to give information about their brands. There is no excuse for a proprietor selling you a broadleaf cigar and telling you that it is a clear Havana. You will catch him anyhow and you will appreciate his interest and honesty if he tells you the truth before you buy it.

The stranger in your shop is just as important as the steady customer. The same courtesy and service to every customer is sure to win. A good line of well-known brands and a clean shop will work wonders for the most gloomy of stands. A cheerful countenance will catch customers just as molasses is more effective with flies than vinegar.

Many failures are due not so much to poor business as to poor service and a worse line of goods. Sane buying and honest selling help to get a balance on the right side of the ledger.

I know a gloomy old pharmacist who had a cigar stand and was doing about $2000 a year with it when he failed. His stand was in the heart of an apartment district where rents were $75 a month and upwards. The progressive young man who took over the store told me that he had gone to work on the cigar stand and that in 1913, two years after he had bought the business, he did $7300 with his cigars, cigarettes and tobacco. In 1914 he did $7800 and would have done more had conditions been better.

Now both men had the same territory to work with. The first sold his goods if anybody asked for them. His successor began to stock progressive lines, displayed timely advertising matter and went out of his way to do favors for his customers and to show his appreciation of their trade. He is winning out big. Why?

If courtesy and service involved a large outlay of money, there might be some legitimate reason for its continued absence in some stores, but when it costs nothing more than a little brain work and the exertion of some will power its absence can be justly criticized.

The small retailer who has not learned to practice these arts will find that their absence is closely allied to a dwindling trade. They are the big assets of a small business, because they must make up for the lack of a large variety of brands and handsome display equipment.

The Lounger.

Tobacco Association to Meet at Old Point Comfort

The Tobacco Association of the United States will hold its next annual meeting at Old Point Comfort on June 24th, 25th and 26th, according to a recent statement by the secretary, G. E. Webb. Special rates have been secured at the Hotel Chamberlain and a vigorous effort is being made for a large attendance.

The secretary requests a prompt reply to the invitations which will go out in a few days. Some of the most prominent men in the United States have been invited to address the gathering and there are matters to be discussed which will appeal to every tobacco man.

Aside from the business programme there will be a programme of pleasure and amusement to occupy the leisure hours.

JOHN F. HEILAND & CO.
Lancaster County Fancy B's
LANCASTER, PENNA.

J. K. LEAMAN
Packer of and Dealer in Leaf Tobacco
Office and Salesroom
110-112 W. Walnut St., LANCASTER, PA.
Warehouse: Bird-In-Hand, Lancaster Co., Pa.

John F. Nissly & Co.
Packers and Dealers in
LEAF TOBACCO
And Importers of HAVANA
No. 143 Market Street, Lancaster, Pa.

Established 1890 Correspondence Solicited
KEYSTONE VARIETY WORKS
HANOVER, PENNA.
Cigar Ribbons, Silk Imitation and Muslinola Ribbon Printed or Stamped in Gold or Silver
Labels. Stock Cards. Give Us a Trial. We Want Your Opinion

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of LEAF TOBACCO
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

For Genuine Sawed CIGAR BOXES, Go to Established 1890
Keystone Cigar Box Co., Sellersville, Pa.
Our Capacity for Manufacturing Cigar Boxes is Always Room for One More Good Customer
MONROE D. SELLERS, SELLERSVILLE, PA.

The Standards of America:
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

F. ROCHA & CO. Cable: "DONALLES"

Havana Leaf Tobacco

Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba

SAN MIGUEL 100 HABANA, CUBA

M. A. SUAREZ & CO.
(S. en C.)

Growers, Packers and Dealers in **Leaf Tobacco**

Figuras 39-41, Cable "CUETARA" Havana, Cuba

LOEB-NUÑEZ TOBACCO CO.

IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO

306 NO. THIRD STREET, PHILADELPHIA

K. STRAUS & CO.

Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
101, 103, 105 and 107 N. Third St., Philadelphia

HIPPLE BROS. & CO.

Importers of Havana and Sumatra and
Packers of Seed Leaf Tobacco
Finest Retail Department in Pennsylvania

151 North 3d St., Philadelphia

For Quick Results
try The World's "Want Page"

A. Cohn & Company

Importers of Habana and Sumatra, Packers of Seed Leaf Tobacco and Growers of Georgia Sumatra

142 Water Street, . . . New York

Established 1870 Factory No. 79

S. R. KOCHER

Manufacturer of Fine Havana and Domestic Cigars and packer of Leaf Tobacco

Leading brands—"Volitta," "Quaker," Nabobs," "1-4-5," "Havana Cream," "Imperial Beauty," "Little Yara"

Correspondence with wholesale and jobbing trade invited
Factory and Offices: WRIGHTSVILLE, PA.

MANUEL MUNIZ HILARIO MUNIZ
VENANCIO DIAZ, Special Partner

MUNIZ HERMANOS
S en C
Growers and Dealers of
VUELTA ABAJO, PARTIDO
AND REMEDIOS TOBACCO
Reina 20, Havana

CABLE: "Angel" Havana P. O. Box 98

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

E. A. KRAUSSMAN Importer of
HAVANA TOBACCO
168 Water Street . . . . . New York

SCHELTEMA & QUANJER
Importers of Sumatra and Java Tobacco
180 WATER ST., NEW YORK, N. Y.

JULIUS MARQUSEE, 141 Water Street, New York
Packer and Dealer in All Grades of Seed Leaf Tobacco
TELEPHONE 3956 JOHN

L. G. Haeussermann Carl L. Haeussermann Edward C. Haeussermann
L. G. HAEUSSERMANN & SONS
Importers of Sumatra and Havana. Packers and Exporters of and Dealers in LEAF TOBACCO
Largest Retailers in Pennsylvania 148 N. Third Street, Philadelphia

CARDENAS y CIA Cable Address, "Nasdecar"

Almacen de Tabaco en Rama

SPECIALTY—VUELTA ABAJO AND ARTEMISA

126 AMISTAD ST. HABANA, CUBA

HEINRICH NEUBERGER
Leaf Tobacco Merchant
HAVANA, CUBA—Consulado 115
NEW YORK, No. 130 Water Street BREMEN, GERMANY

CigarRibbons Largest assortment of Plain and Fancy Ribbons
Write for Sample Card and Price List to Department W
WM. WICKE RIBBON COMPANY
Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain
WOODHAVEN AVENUE, GLENDALE, NEW YORK

GEO. SCHLEGEL
22nd St. and Second Ave.,
NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET,
LOUIS G. CAVA, Mgr.

SOBRINOS de A. GONZÁLEZ
Founded 1868

LEAF TOBACCO MERCHANTS

Packers of VUELTA ABAJO, SEMI VUELTA,
PARTIDO, and all varieties of Tobacco grown
————in the Santa Clara Province————

Cable Address "ANTERO"
WAREHOUSES and OFFICES
INDUSTRIA, 152, 154, 156, 158, HAVANA, CUBA

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

ERNEST ELLINGER & CO. Packers and Importers
OF HAVANA TOBACCO
Havana Warehouse, Salud 15. New York Office, 133-137 Front St.

Joseph Mendelsohn Louis A. Borneman
MENDELSOHN, BORNEMAN & CO.
HAVANA TOBACCO IMPORTERS
HABANA, AMISTAD 95 196 WATER STREET, NEW YORK

Manuel Alvarez & Co.
Importers and Packers of Havana Leaf
And Packers of Puerto Rican Tobacco
Havana Office: SAN MIGUEL 136 Puerto Rico Warehouse: CAYEY New York Office: 178 WATER STREET

E. L. NISSLY & SONS
GROWERS AND PACKERS OF
CHOICE CIGAR LEAF TOBACCO
Packing Houses: Lancaster, Florin. Main Office: Florin, Pa.

Critical Buyers always find it a pleasure to look over our samples
Samples cheerfully submitted upon request.

MILTON H. RANCK
Packer and Dealer in
Domestic Leaf Tobacco
Office: Cor. Duke and Chestnut Streets
LANCASTER, PENNA.
Packing Houses: Strasburg and Lancaster

Michaelsen & Prasse
Commission Merchants
Leaf Tobacco & Cigars
18 Obrapia Street, Havana, Cuba
Address: Cable "UNICUM" P. O. Box 28

MAXIMILIAN STERN
Havana Tobacco
Clavel No. 1, Havana, Cuba 165 Front Street, New York

ESTABLISHED 1877 NEW FACTORY 1904
H. W. HEFFENER & SON
Steam Cigar Box Manufacturers
AND MAKERS OF
Patented Wire Bound Shipping Cases
HOWARD & BOUNDARY AVE. YORK, PA.

HEYWOOD, STRASSER & VOIGT LITHO. CO.

26TH STREET & 9TH AVENUE, NEW YORK

MANUFACTURERS OF

CIGAR BOX LABELS BANDS AND TRIMMINGS

WESTERN OFFICE, 167 W. WASHINGTON ST. CHICAGO, ILL.

PHILADELPHIA OFFICE, 420 DREXEL BUILDING.

OUR HIGH-GRADE NON-EVAPORATING

CIGAR FLAVORS

Make tobacco mellow and smooth in character and impart a most palatable flavor

FLAVORS FOR SMOKING and CHEWING TOBACCO

Write for List of Flavors for Special Brands

BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS

FRIES & BRO., 92 Reade Street, New York

Established 1834

WM. F. COMLY & SON Auctioneers and Commission Merchants

27 South Second Street, Philadelphia

REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

N. Y. ORLEANS — SAN FRANCISCO

CIGAR LABELS

American Lithographic Co.

NEW YORK.

CHICAGO. — CINCINNATI.

Parmenter Wax-Lined Coupon Cigar Pockets

AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE

¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known

Racine Paper Goods Company

Sole Owners and Manufacturers

RACINE, WIS., - - - - U. S. A.

Havana Warehouse Monte 167 — Telephone John 1942

M. LOPEZ & CO.

Formerly of CALIXTO LOPEZ & CO.

Packers and Importers of VUELTA ABAJO TOBACCOS **90 Wall St., New York**

THE MOEHLE LITHOGRAPHIC CO.

CLARENDON ROAD & EAST 37th ST. BROOKLYN, N.Y.

CIGAR LABELS & BANDS

BRANCH OFFICE

170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR LABELS OF HIGHEST QUALITY — CIGAR BANDS — SHOW CARDS — FOLDING BOXES, ETC.

WM. STEINER, SONS & CO.

257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.

LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY

SKETCHES FURNISHED UPON REQUEST

EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY

These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in The Tobacco World. No bogus advertising admitted.

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OUR HIGH-GRADE NON-EVAPORATING

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Make tobacco mellow and smooth in character and impart a most palatable flavor

FLAVORS FOR SMOKING and CHEWING TOBACCO

Write for List of Flavors for Special Brands

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These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in The Tobacco World. No bogus advertising admitted.

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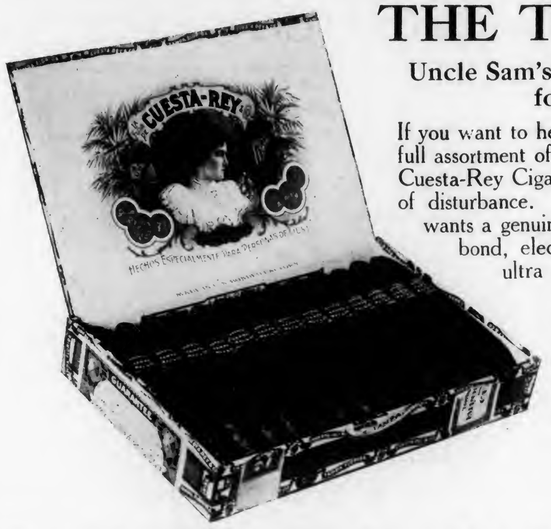
INTENTIONAL SECOND EXPOSURE



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Uncle Sam's Trade Balance was $600,000,000 for the Past Four Months

If you want to help your cigar business, stock up **today** with a full assortment of the Cuesta-Rey line.

Cuesta-Rey Cigars are cigars that sell, in times of peace or times of disturbance. In fact wherever and whenever the consumer wants a genuine Clear Havana cigar, made under government bond, electrically sterilized, and manufactured in the most ultra sanitary factory in the world, the Cuesta-Rey brand meets his every requirement.

From Coast to Coast, from Oranges to the Ice, the Cuesta-Rey cigars are known and respected, known for unvarying quality and respected for sales. With our brands on your shelf, you can share in the oncoming rush of improved business.

Trade Visitors to the Panama Exposition are cordially invited to visit our display. Our factory in Tampa and Havana warehouses have the latch string always out.

Cuesta, Rey & Co., Main Offices and Factory, Tampa, Fla.

FIFTY SIX
CIGARETTES
MADE IN AMERICA OF THE
"HIGHEST GRADE TURKISH TOBACCOS"
- NO OTHER INGREDIENTS -
CADO CO. INC. NEW YORK, N. Y.

BACHIAS
Havana Cigars
For Men of Means
Renowned for Uniformity

IDENTIFIED BY THE GREEN AND GOLD BAND
R. A. BACHIA & CO.
47 West Sixteenth St. New York

Nightingale Miniatures

"Fragrant Rolls of Choicest Tobaccos"

HAVE QUALITY and CHARACTER

Appeal to the Discriminating in Every Community

Endorsed by Critical Smokers

WRITE FOR PARTICULARS

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INCORPORATED
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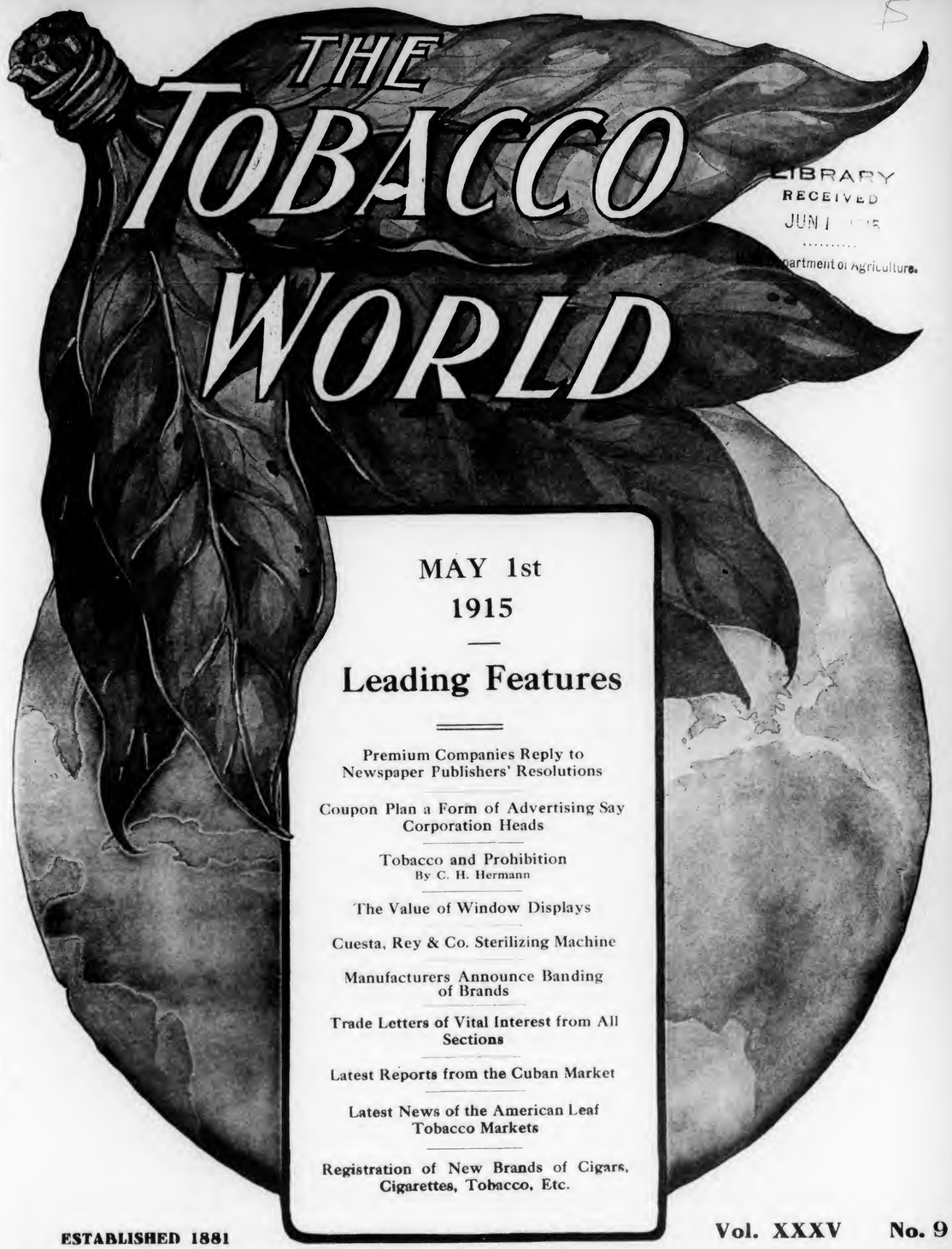
NEW YORK



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By C. H. Hermann

The Value of Window Displays

Cuesta, Rey & Co. Sterilizing Machine

Manufacturers Announce Banding of Brands

Trade Letters of Vital Interest from All Sections

Latest Reports from the Cuban Market

Latest News of the American Leaf Tobacco Markets

Registration of New Brands of Cigars, Cigarettes, Tobacco, Etc.

ESTABLISHED 1881 **Vol. XXXV** **No. 9**

PUBLICATION OFFICES: 236 Chestnut Street, Philadelphia

F. C. LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

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Makers of the Famous "F. Lozano" Brand
Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

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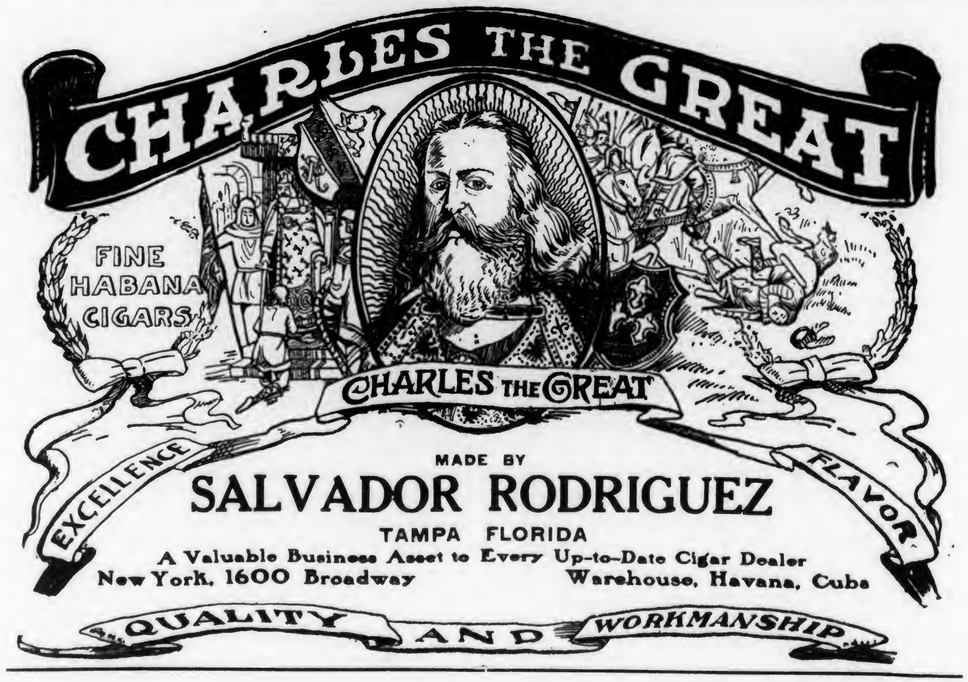

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10c CIGAR

Blunt and Club, in the popular 10-top $\frac{1}{20}$-packing. Same real Portuondo quality at the right price. . . . . .

Juan F. Portuondo

Cigar Mfg. Co., Philadelphia

Clear Havana Cigars
That Have Stood the Test

ELISARDO
CLEAR HAVANA CIGARS
BALBIN BROS
TAMPA, FLA.

Our factory is bonded and under United States Government inspection

If perchance you do not know about "ELISARDOS"—write us, we can interest you.

BALBIN BROS., INC.
TAMPA, FLORIDA

The Original and Genuine
Central Union
Smoking Tobacco
in a New Cut
Packed in a Pocket-proof Package
1½ ounces—5 cents
United States Tobacco Co.
RICHMOND, VA.

For Gentlemen of Good Taste

San Felice
CIGARS

The Deisel-Wemmer Company
LIMA, O.

F. C. LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

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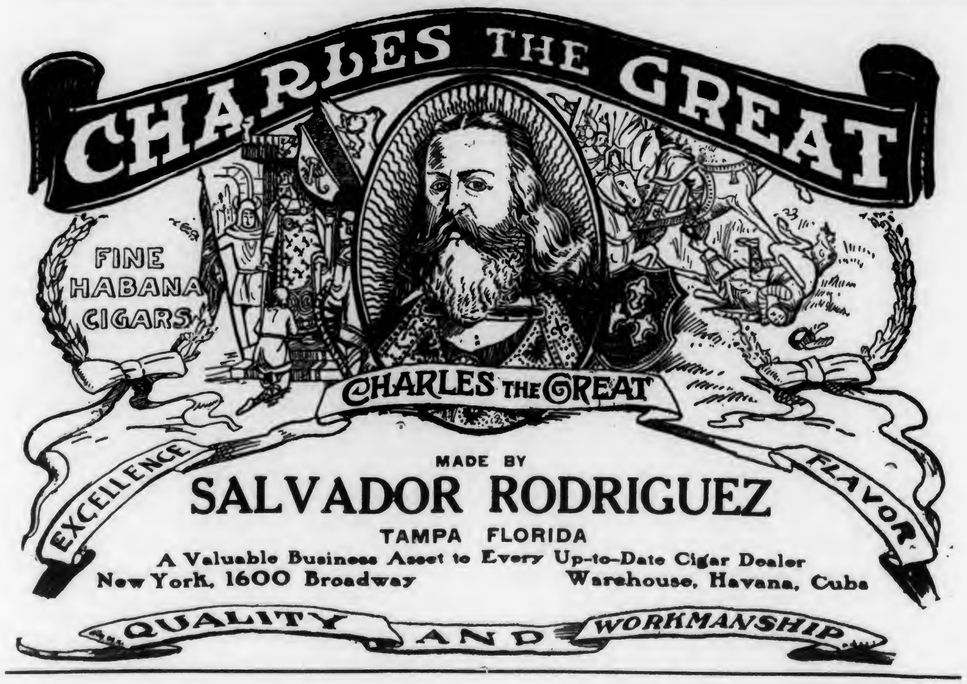

MADE BY

SALVADOR RODRIGUEZ

TAMPA FLORIDA

A Valuable Business Asset to Every Up-to-Date Cigar Dealer

New York, 1600 Broadway Warehouse, Havana, Cuba

QUALITY AND WORKMANSHIP

¶ If quality counts we are the firm who can take care of your requirements on Cigar Labels, Cigar Bands, etc. We are "*Right There*" with service and price also.

"Everything that's Lithographed"

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CLEAR HAVANA CIGARS
BALBIN BROS
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Our factory is bonded and under United States Government inspection

If perchance you do not know about "ELISARDOS"—write us, we can interest you.

BALBIN BROS., INC.
TAMPA, FLORIDA

The Original and Genuine

Central Union

Smoking Tobacco in a New Cut

Packed in a Pocket-proof Package

1½ ounces—5 cents

United States Tobacco Co.
RICHMOND, VA.

For Gentlemen of Good Taste

San Felice
CIGARS

The Deisel-Wemmer Company
LIMA, O.

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EISENLOHR'S Puro CIGARS.

Banded for Identification

OTTO EISENLOHR & BROS.
Philadelphia

Quality Paramount
CELEBRATED
H. UPMANN CIGARS

H. UPMANN HABANA

Strictly Independent Manufacturers

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Sole Agent for United States and Canada
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The Exceptional Cigar

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GENERAL OFFICES
267 Fourth Avenue New York City

When You Get Hitched

to Union Leader they won't throw any rice or old shoes. There will be a shower of silver coins.

The size of the tin gets the first dime, and that fine "Ole Kaintucky" Burley inside gets the second, third and 133rd.

The Big Ten-Cent Tin and big ten-cent sales are twin brothers.

"The Big Ten-Cent Tin"

Redi-Cut
For Pipe or Cigarette

The Best Tobacco Value

UNION LEADER
P. Lorillard Company Established 1760

AIR TIGHT DUST PROOF SANITARY

The Package Perfect

We are prepared to furnish on the shortest notice our recently introduced line of

OVAL, ROUND AND SQUARE CEDAR BOXES

Carrying 5, 10, 12 and 25 Cigars

THEY IMPROVE THE CIGAR AND WILL IMPROVE YOUR SALES

These boxes are made from Select Cuban Cedar by our exclusive process, and cigars packed in them are guaranteed to retain their original boquet and aroma. Their sanitary qualities are self-evident.

Manufacturers who have used them have met with instant success on the goods packed in them and duplicate orders have quickly followed.

MR. RETAILER:—Ask that your favorite brand be packed in this style. It will cost the jobber no more and should cost you no more. The results will surprise you.

IT'S AN IDEAL WEEK-END PACKAGE

Samples and Prices Upon Request. The Ideal Package for Dry Climates.

TAMPA BOX COMPANY Tampa, Florida

Meet me at the Tuller

For Value, Service, Home Comfort

New **HOTEL TULLER**

Detroit, Michigan

Center of business on Grand Circus Park. Take Woodward car, get off at Adams Avenue

ABSOLUTELY FIREPROOF

200 Rooms, Private Bath, $1.50 Single, $2.50 Up Double
200 " " " 2.00 " 3.00 " "
100 " " " 2.50 " 4.00 " "
100 " " " 3.00 to 5.00 " 4.50 " "

Total 600 Outside Rooms

ALL ABSOLUTELY QUIET

Two Floors—Agents' Sample Rooms

New Unique Cafes and Cabaret Exellente

A New Window Trimming Book

¶ The most useful window trimming book that has yet been offered to the public.

¶ This book contains a total of 150 background drawings and a number of small detail sketches.

¶ The first half of the book has the displays arranged in the order in which they should be installed.

¶ The backgrounds are arranged in such a way that anyone can follow them out.

¶ The editor has had more than twenty-five years' experience in every phase of window trimming and it has taken ten years' continuous work to prepare the drawings. Every merchant should possess a copy of "SHOW-WINDOW BACKGROUNDS". **Prepaid, $1.50.**

Tobacco World

236 Chestnut Street Philadelphia

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LA SARAMITA

Broadleaf
Wrapped
Havana
Cigars

Real Havana
Tobacco
Skillfully Blended

Pre-eminent
by Comparison

THE SHIELDS-WERTHEIM COMPANY, Cleveland

OJOS DE ESPAÑA

Clear Havana Cigars

Lopez Hermanos
Makers

New York Office: 250 Fourth Ave.

Factory: Tampa, Fla.

Showing the Way To Success
To Many Dealers
WILL DO THE SAME FOR YOU

Londres Blunts Invincibles

"44" CIGAR COMPANY, INC.
PHILADELPHIA

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla.
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LOVERA

CLEAR HAVANA CIGAR
Made under U. S. Bond by
Jose Lovera Co.
TAMPA, FLA.

G. S. Nicholas & Co.
41 and 43 Beaver Street, New York

DIRECT IMPORTERS of the highest grades of Cigars manufactured by the

Independent Factories
of Havana

all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

Price List Mailed Upon Request.

BAYUK BROTHERS

FIVE CENT CIGAR
PHILADELPHIA

DIAMOND JOE
MARK
CIGAR FACTORY
ESTABLISHED 1860

BEST THAT SKILL, ENERGY AND MONEY CAN PRODUCE
H. FENDRICH, Maker, EVANSVILLE, IND.

5c CIGAR

ARTHUR LUCK
Conductor of the Philadelphia Harmonic Orchestra, says:
"Tuxedo is easily my favorite smoke—giving greater fragrance, mildness and coolness than I have found in any other tobacco. Never stings or bites the tongue. Tuxedo doubles my enjoyment of pipe smoking."

A. H. GRIFFITH
Director of Detroit Museum of Art, and Lecturer, says:
"Like Omar I sometimes wonder what the makers of Tuxedo buy, one-half as precious as the stuff they sell. It's the greatest ever."

VICTOR P. ARNOLD
Member of the Chicago law firm of Northrup, Arnold & Fairbank, says:
"After a battle in the court-room, there is nothing like retiring to your private office, sitting back in your chair with your feet on your desk and enjoying a fine smoke of Tuxedo. It is immense!"

Maintain Your Efficiency

By Smoking TUXEDO—The Mildest, Pleasantest Tobacco Made

FOLKS are talking physical efficiency in modern business life. The idea is, that modern business keeps a man just about as occupied as the fabled one-armed paperhanger with the hives. And if you want to join in with the Gimp Bros. and travel with the Pep and Ginger crowd, you want to cut out a lot of things that make your day's work go wrong.

Take the item of smoking, for instance. It's much better not only for *you* but for your *job* if you smoke a light, soothing pipe tobacco like Tuxedo. Get a pipe and try Tuxedo awhile. You'll see the difference.

Your whole efficiency make-up will respond right away to the gentle and cheering influence of Tuxedo.

Tuxedo

The Perfect Tobacco for Pipe and Cigarette

gives you this moderate and reasonable refreshment because it is primarily a pure, light, mild selection of the highest grades of Kentucky Burley tobacco.

Tuxedo can't bite your tongue. It can't irritate you in any way. There's no drag or sag in it. Simply pleasant, whiffable, aromatic, easy smoking.

Tuxedo has all these splendid qualities because it is made by the *original* Tuxedo Process of treating Burley leaf. Many other manufacturers have tried to *imitate* the Tuxedo Process—but never succeeded. Hence there is no other tobacco "just as good."

If you've tried the imitations, just try the *original*. At the end of one week you'll find yourself in line with the thousands of famous business men, lawyers, doctors, ministers, singers, athletes, who endorse Tuxedo as the one perfect tobacco.

YOU CAN BUY TUXEDO EVERYWHERE

Convenient Pouch, *innerlined* with moisture-proof paper . . 5c

Famous green-tin, with gold lettering, curved to fit pocket 10c

In Tin Humidors, 40c and 80c
In Glass Humidors, 50c and 90c

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"My pipe is always Tuxedo-filled. I tried other tobaccos before I discovered Tuxedo. Now there IS no other."

JAMES R. HAYES
Owner and Manager of the Wayne Hotel, Detroit, Mich.; Park Hotel, Hot Springs, Ark., and Park Hotel, Sault Ste. Marie, says:
"Sports afield and afloat appeal to me, but the day would not be wholly enjoyable without the evening pipe of Tuxedo, my favorite smoke."

PATRICK H. O'DONNELL
A prominent lawyer of Chicago, says:
"A canvass of my friends would show that Tuxedo is most popular with them. Many say it is the only pipe tobacco."

ALL things come to him who waits—excep' when somebody down the street grabs 'em as they goes by.

Velvet Joe

VELVET JOE is working night and day in newspapers, magazines and on billboards everywhere to make VELVET trade bigger every month, and *he's doing it.*

Some of the dealers in your town are getting a *bigger* VELVET trade.

Are you going to wait or are you going to grab the trade as it goes by?

Here's the way to grab it.

Make a VELVET display. Let people know that *you* sell VELVET, so that Velvet Joe can send his friends to *your* store, too.

½ Actual Size

5c Metal-Lined Bags
10c Tins
One Pound Glass Humidors

Liggett & Myers Tobacco Co.

GIRARD

14 SIZES

10¢ AND UP

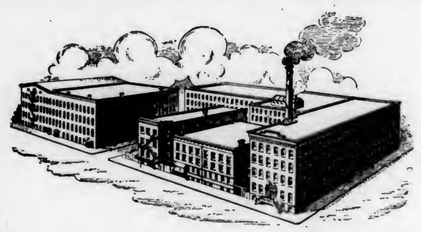
To become famous you must be built RIGHT, and of the right STUFF
Roig's and Girard Cigars are famous

ESTAB-LISHED 1871

MADE RIGHT IN PHILADELPHIA

Antonio Roig & Langsdorf, Philadelphia.

ROIG'S 5¢ CIGAR



I. LEWIS CIGAR MFG. CO.

NEWARK, N. J.

LARGEST INDEPENDENT CIGAR FACTORY IN THE WORLD

MAKERS OF SUCH FAMOUS BRANDS AS

FLOR DE MELBA, JOHN RUSKIN, SUBWAY, GOLDEN EAGLE, SENATOR EVARTS, TELONETTES, ALLENETTES, MANILLANETTES, COBS AND OTHER BRANDS AS LISTED IN OUR CATALOG

ALL LIVE DEALERS carry our entire line. Backed up by extensive national advertising—our merchandise sells fast. A profit-sharing voucher for the consumer attached to all cigars and enclosed in package goods. Additional vouchers in all boxes. If your jobber cannot supply you, write us and send us his name. Get in line—don't let the dealer in your block get all the business. Write to-day—we'll send you our new Profit-sharing Catalog free.

Repeats Like a Winchester

5c.-Rocky Ford Cigars-5c.

Delicious Flavor
Made at our Newark, N. J. Factories

We also manufacture at our several factories located at Pittsburgh, Pa. the celebrated

[Pittsburgh "FAMOUS" Stogies]

The jobber's biggest asset in the 2 for 5c. line.

Our 2 for 5c. and 3 for 5c. lines of CIGARS and STOGIES are so extensive that space does not permit mentioning

Write for full information and prices

UNION AMERICAN CIGAR COMPANY
28th and Smallman Sts. Pittsburgh, Pa.

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
401-405 E. 91st Street, New York

THE
Key West Cigar Factory
Factory No. 413, KEY WEST, FLA.
Office and Salesroom:
43 to 47 W. 33d St., New York

COPENHAGEN
Chewing Snuff

We guarantee Copenhagen Snuff is now and always has been absolutely pure.

It is made of the best, old, rich leaf tobacco. The Snuff Process retains the good of the tobacco and expels the bitter and acid of natural leaf tobacco, making Copenhagen the **World's Best Tobacco for Both Chewing and Snuffing.**

Whenever a dealer has any difficulty in obtaining his supply of Copenhagen Chewing Snuff satisfactorily, we will help him if he will write us.

WEYMAN-BRUTON COMPANY
50 Union Square North New York, N. Y.

TADEMA HAVANA CIGARS
Arguelles Lopez & Bro.
MAKERS
GENERAL OFFICE 222 PEARL STREET NEW YORK
FACTORY TAMPA FLORIDA
WAREHOUSE LEALTAD 129 HAVANA

Graham Courtney
"MILD HAVANA BLEND"
They Lead the Leaders
26 SIZES
Acker, Merrall & Condit Company
135 West 42nd Street, New York

HAVANA CIGARS
ROMEO Y JULIETA
The Leader in all the World's Markets
U. S. Representative: Wm. T. Taylor, 93 Broad St., N. Y. City.

CORRESPONDENCE SOLICITED
JUST THINK-5¢ BUYS A
LA FAMOSA
EQUAL TO ANY MILD 10
CIGAR
E. Kleiner & Co., Makers, New York

Fifth Avenue Cigarettes
The Union Made Cigarette of Quality Bearing Union Label
Ten cents per package of ten. Mouthpiece, Cork Tip, Plain
Live Distributors Wanted
I. B. KRINSKY
207 North 4th Street . . . BROOKLYN

Why Is It Necessary To Advertise the Imported Sumatra?

The REASON:

American Sumatra Tobacco

Grown by
AMERICAN SUMATRA TOBACCO CO.,
142 Water Street, New York

Over 1000 Dealers in New York During 1914 Stocked

MI FAVORITA

CLEAR HAVANA CIGARS

The flower of perfect tobacco manufactured in bond has maintained "Mi Favorita" Clear Havana Cigars at the forefront of all brands. Quantity shipments from factory.

MI FAVORITA CIGAR CO., Inc.

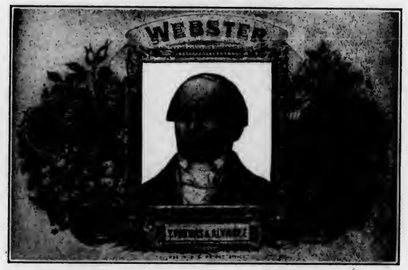
Key West, Fla. 529 West 42nd Street, New York

"The Park & Tilford Standard"

Established 1867 — Our Motto "Quality"

Y. PENDAS & ALVAREZ

WEBSTER



Clear Havana Cigars

Office and Salesroom, 801-803 Third Ave. NEW YORK CITY

TAMPA FLA. — HAVANA CUBA

Florde **Jeitles**

CLEAR HAVANA CIGAR

5¢

JEITLES & BLUMENTHAL, Ltd.

PHILADELPHIA, PENNA.

A Favorite with the BEST Cigar Stores Restaurants Hotels and Clubs

Manufacturers

PEDRO CASTRO & CO., Tampa, Fla.

New York Distributers

LOUIS G. SMITH & CO., 52 Beaver Street

M. MELACHRINO & CO., Inc.

EGYPTIAN CIGARETTES

You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

GRAND DEPOTS OF M. Melachrino & Co., Inc. { London, 8 Regent St., S. W. / Capetown, South Africa — Calcutta, 10 Government Place / Alexandria, Rue Cheriff Pacha — CAIRO, Head Office and Factory / Hamburg, 18-20 Georee Backerstrasse

AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD — PRICE LIST UPON APPLICATION

214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXV. PHILADELPHIA AND NEW YORK, MAY 1, 1915. No. 9.

COUPON SYSTEM HELD TO BE FORM OF ADVERTISING BY CORPORATIONS

Heads of Profit-Sharing Company and Hamilton Company Uphold Plan—Rapid Growth of System Indicates Its Popularity—One Company Reports 90 Per Cent. Redemptions

New York City, April 28th.

THE attacks on coupons and trading stamps by the National Retail Dry Goods Association continues with little cessation, and as a result many interesting statistics are being brought to light. Whether trading stamps and coupons are to be listed as advertising, profit-sharing, sales promotion, stamp tax, or, as Thomas Martindale, of Philadelphia, says, a "temptation," is still undecided.

Sperry & Hutchinson Company have recently had a report on the premium, trading stamp and coupon business compiled by the Business Bourse of this city, and significant statistics are made public.

A strenuous effort is being made to introduce stringent legislation which will practically wipe out the premium and trading stamp business, but when the high percentage of redemptions is considered, the strength of the system must be conceded.

The heads of several of the large coupon and trading stamp companies, in replying to attacks made on their systems, point to the continued growth of coupon and trading stamp collecting. It is estimated that there are 20,000,000 homes in the United States and statistics show that 10,000,000 of these homes collect trading stamps or coupons.

Investigation shows that the trading stamp idea has been in existence about twenty years. For the past ten years at least it has shown a very healthy growth. There are at least thirty-five or forty trading stamp and coupon companies, large and small, in existence at the present time, and a close observer of the lists of new incorporations will find that the number is growing steadily.

The coupon and trading stamp companies have been aroused by what they claim to be bald misrepresentation on the part of those who are fighting the system.

Paul Findlay, manager of the Dealers' Service Department of the United Profit-Sharing Corporation, says that the coupon system is a form of advertising and that the entire effort is to increase the sale of goods carrying coupons.

"This," says Mr. Findlay, "is the object of all advertising. If the coupon system is an infringement on the retailer's rights, all advertising is an infringement."

"The coupon plan is one of co-operative advertising among manufacturers. It is a plan whereby the cost of advertising is distributed to the retail merchant and among consumers of such merchandise. It thus directly benefits the merchants and their customers and in consequence completely earns its wages," said Mr. Findlay.

W. T. Posey, president of the United Profit-Sharing Corporation, claims that the premium coupon is the only method ever devised to give a discount on a cash payment as low as 5 per cent. The manufacturer gives it to the jobber, the jobber to the retailer and the retailer gives it to the consumer through the coupon.

(Continued on Page 26)

PREMIUM PLAN HELPS NEWSPAPERS, SAYS SPERRY & HUTCHINSON CO.

Half-Page in "Times" Answers Attack of Newspaper Publishers' Association—Premiums No Substitute for Public Advertising—Resolutions Based on Apparent Misunderstanding

New York City.

THE attack of the Newspaper Publishers' Association by resolution passed at a recent meeting against the premium and coupon plan, was answered by the Sperry & Hutchinson Company and the Hamilton Corporation by means of a half-page advertisement in the "New York Times," in which the above companies set forth their arguments to show that their systems did not jeopardize the best interests of the newspapers by affecting public advertising.

The newspaper publishers endorsed resolutions condemning the premium systems on the grounds that they injured general business, and not that they were affecting the advertising space of the newspapers.

The premium and coupon companies replied to the resolution by the following statement, which appeared in the advertisement:

"The agitation which has been started in some quarters against the use of the profit-sharing coupon and the trading stamp, and which in a general way is directed against all premiums, is based upon arguments which could be used with equal intelligence against all forms of advertising. We do not have any hesitation in saying that the establishment of the premium system in this country has gone farther to create a more generous publicity advertising campaign than any one single agency that ever was devised. That which creates business so that large sales take the place of previous small sales naturally tends to reduce the cost of doing business. It is on this basis that national advertising is conducted, and it is on this basis, also, that the use of premiums is advocated.

"That the growth of the premium policy of this country indicates the desire of the general public for such a plan seems to admit of little doubt. From a small start, where only hundreds of collectors of coupons made up the complete list, the number has grown until today there are millions of collectors.

"How has this desire on the part of the public been fostered? How have the people been advised of the plans of the premium companies or of those merchandising concerns who pack their own coupons? How have the collectors of coupons and stamps been made acquainted with the many articles of standard merchandise which they may secure simply by saving the coupons which they find in merchandise or the stamps which they receive from the retailers as a form of cash discount?

"Plainly through publicity advertising. Without attempting to use exact figures, it can be said without fear of successful contradiction that the publishers of newspapers in this country have benefited to the extent of millions of dollars annually through the advertising in such papers of the advantages of the premium form of publicity.

(Continued on Page 20)

Deaths in the Trade

Milton Deiches

MILTON DEICHES, of the wholesale cigar and tobacco firm of William Deiches & Company, Baltimore, Md., died during the past week at Atlantic City, where he was staying, as the result of an attack of pneumonia. Mr. Deiches was extensively acquainted in business and fraternal circles, having been identified with the Elks, Moose and various other social and charitable organizations. He was forty-two years old. The firm now consists of William Deiches and William Deiches, Jr.

George Hodgson

George Hodgson, aged fifty, cigar manufacturer, and for years connected with the tobacco house of F. A. Rogers in Geneva, N. Y., died suddenly of heart failure on the street in Geneva, N. Y., Sunday evening, April 25th. Deceased leaves his wife and two children, all residing in Waterloo, N. Y. He was a member of Cigarmakers' Union of Geneva. Burial was Tuesday, April 27th, in Waterloo, N. Y.

Almon Clark Russell

Almon Clark Russell, senior member of the general farming firm of A. C. & W. E. Russell, well-known tobacco growers, of Suffield, Conn., died recently at his home in that place, following an attack of pneumonia. The deceased was eighty-four years old. He was a man of sound judgment and unusual business ability.

Abraham Kaufman

Abraham Kaufman, a wholesale and retail cigar dealer of 302 West Camden Street, Baltimore, Md., died recently at his home, 2222 Brookfield Avenue. He had been ill about a year and suffered from complications of diseases.

Mr. Kaufman was forty-eight years old and had been a resident of Baltimore all his life. He was a member of the Masonic order and of the Royal Arcanum.

The deceased is survived by a widow, a son and a daughter.

James Stanley

James Stanley, one of the best known retail tobacconists in St. Louis, Mo., died recently at the age of sixty-six. He was the proprietor of the cigar stand in the old Southern Hotel for many years and later moved to an Olive Street stand. He had been in the Star Building for the past year.

The deceased was born in County Wicklow, Ireland, and came to America at nineteen years of age. He is survived by seven sons and one daughter.

The E. H. Gato Cigar Company, Key West, Fla., report an improved demand lately for its products.

W. R. Bullock Made Eminent Commander

William R. Bullock, manager of the cigar department of Mitchell, Fletcher & Company, Twelfth and Chestnut Streets store, was installed as Eminent Commander of St. John's Commandery No. 4 on Thursday evening, April 29th, this being the oldest Commandery in the United States.

Mr. Bullock has also been elected President of Line Officers' and Past Commanders' Association, which indicates in no uncertain manner the esteem in which this popular manager is held by his colleagues.

Right Eminent Commander Dr. A. Howard Thomas, with his staff, were in charge of the installation services which were held in Lu Lu Temple, Spring Garden below Broad Street.

T. W. Hall Now Traveling Searle's Territory

T. W. Hall is covering the territory west of the Mississippi River, formerly traveled by Warner M. Searle, in the interest of the J. F. Portuondo Cigar Manufacturing Company, 1110 Sansom Street, Philadelphia.

Mr. Hall is working with the Stone-Ordean-Wells Company, Duluth, Minn., and after leaving this point will move westward to the Pacific Coast and return by the Southern Route.

United States Leads World in Tobacco Industry

Washington, D. C.

The United States is the greatest producer of tobacco in the world and the greatest exporter, the greatest importer and the greatest consumer. Our production of leaf of all sorts averages somewhat more than 1,000,000,000 pounds a year, having a value to the producers of about $100,000,000. An enormous quantity is exported—considerably more than a third of the production in normal years—for the sales of tobacco abroad are excelled by only seven of the many products America sends to other countries. These tobacco exports exceed in value such items as cotton manufactures, electrical machinery, paper and paper products and leather and leather manufactures.

The dislocation of the trade resulting from the war has had its effect on these tobacco sales, however, just as it has upon the exports of many other items. The sales of unmanfactured leaf have suffered most, and these sales represent the bulk of our tobacco exports.

To assist in promoting the biggest sale possible in foreign countries, the Bureau of Foreign and Domestic Commerce has issued a report entitled "Tobacco Trade of the World," in which nearly every country is considered in its relative importance as importer, exporter, producer and consumer of tobacco. Sales methods, the likes and dislikes of the consumer, the conduct of monopolies, and some of the very latest developments in the trade are dealt with in this report.

"El Dallo" Demand Increases

Such an excellent demand is being experienced by Wertheimer Brothers, Baltimore, Md., on their "El Dallo," that they find it rather a difficult matter to keep a stock of this brand on hand. They announce that A. J. Silverstein has been placed in charge of the New England States, Virginia and North Carolina, to look after the interests of "El Dallo."

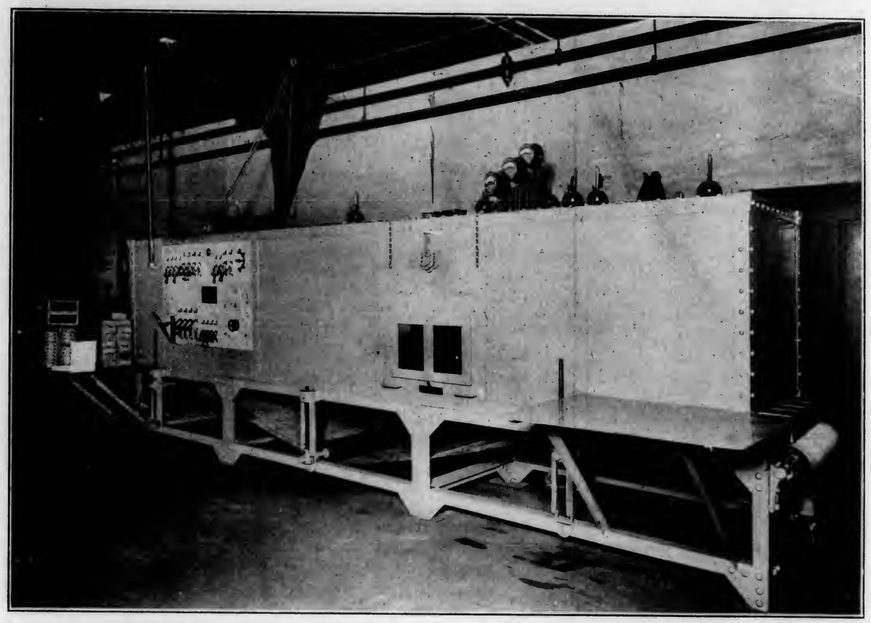
Anti-Cigarette Bill Favorably Reported in Illinois

Chicago, April 28th.

The anti-cigarette bill in the Illinois State Legislature, was yesterday unexpectedly reported favorably out of committee in the house, and will come up for a vote within the next few days.

G. W. W.

The X-Ray Sterilizing Machine of Cuesta Rey & Co.



A process which would eliminate all germ life absolutely from cigars was long sought by the trade and it was only recently that a sure method was discovered through the use of the X-Ray. As soon as the proof of this was established, Cuesta, Rey & Company lost no time in establishing such a machine in their plant and today it enjoys the distinction of being the only clear Havana factory in the world employing such a process. After cigars have been packed, boxed and sealed, they are passed through this machine, shown herewith, where the X-Ray waves deal instant death to all germ life of any character whatsoever, including the tobacco beetle. Cuesta, Rey & Company feel that every safeguard that has proven efficient in the cigar industry should be used for the benefit of their customers. Today, after thirty years as successful manufacturers of high-grade Havana cigars, the brands of Cuesta, Rey & Company are being manufactured in bond with the Government guarantee, and are electrically sterilized, the last word in sanitary production.

Tobacco Firm Almost Gets Consul in Trouble

Consul J. W. White, Jr., St. Michael's, Azores, says that business men in the United States have recently rendered fruitless a year's earnest effort on the part of this consulate to introduce American goods. Recently a report was sent asking that samples of American tobacco be submitted to a local firm and after a careful investigation of local laws governing the importation of tobacco, special mention was made of the fact that the law prohibited the importation even of samples unless packed in boxes weighing at least 10 kilos (22 pounds). In spite of this, one American firm sent a small package of samples by mail and it was only with difficulty that the agent who was trying to sell American goods escaped a heavy fine for attempting to import tobacco through the mails.

April business on "Havana Ribbon," Bayuk Brothers, and "New Bachelor," T. J. Dunn & Company, is reported as being good by Mr. Sherwood, in charge of the cigar department of the Walding, Kinnan & Marvin Company, Toledo, Ohio.

Signal Victory for "Bold" Cigars

The Superior Court has recently handed down a decision affirming the opinion of the lower court in the matter of Bobrow Brothers against the manufacturers of "Glad" cigars.

The case was won on the basis of unfair competion and priority of trade-mark design and was a signal victory for Bobrow Brothers and the "Bold" cigar.

The manufacturers of the "Glad" cigar have changed their design and color scheme.

Tobacco Acreage to be Reduced

There will be a marked decrease in the acreage of tobacco to be planted in York County this year because of the low prices paid for last year's yield and the fact that a number of the growers have not disposed of their leaf. In the Druck and Hellam valleys, where the acreage was reduced during the past few years to 400 acres, many of the farmers are planting corn and potatoes instead.

Leaf dealers only paid six and seven cents a pound for the county yield, and it is said that it does not justify the raising of the weed for that amount.

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ESTABLISHED 1881

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Keystone Telephone—Main 1824

J. LAWTON KENDRICK ..... Managing Editor
HOBART BISHOP HANKINS ..... Advertising Manager

BUREAUS OF SPECIAL CORRESPONDENCE

BOSTON CHICAGO DETROIT SAN FRANCISCO KEY WEST
TAMPA MILWAUKEE LANCASTER CINCINNATI
CLEVELAND LOS ANGELES SEATTLE
ST. LOUIS NEW ORLEANS BALTIMORE
HAVANA, CUBA, OFFICE—ZULEATA 36, CARLOS M. WINTZER
Representative

Subscription in United States, Postage Paid ..... $1.00 per Year
Foreign Subscription, Dominion of Canada and other Countries of Postal Union ..... $2.50 per Year
Single Copy ..... 15 Cents

ADVERTISING RATES MAILED UPON APPLICATION

Entered as Second Class Mail Matter December 22, 1909, at the Post Office, Philadelphia, under the Act of March 3, 1879.

Vol. XXXV MAY 1, 1915 No. 9

CIGAR MANUFACTURERS' ASSOCIATION OF AMERICA

FREDERICK HIRSCHHORN, 54th St. and 2d Ave., New York..President
JOSEPH B. WERTHEIM, 81st and East End Ave., M'hat'n, N. Y...Treasurer
S. K. LICHTENSTEIN, 40 Exch. Pl., Manhattan, N. Y. .....Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

CHARLES FOX, New York .....President
F. M. NEWBURGH, Hamilton, O. .....Vice-President
GEORGE BERGER, Cincinnati, O. .....Treasurer
JOSEPH MENDELSOHN, New York .....Secretary

INDEPENDENT TOBACCO MANUFACTURERS' ASSOCIATION

J. A. BLOCK, Wheeling, W. Va. .....President
WOOD F. AXTON, Louisville, Ky. .....Vice-President
RAWLINS D. BEST, Covington, Ky. .....Secretary-Treasurer

The fact that the United States is the greatest producer and exporter of tobacco in the world, is one of prime importance to those who are looking to the growth of this vast industry.

Foreign Trade

Naturally unmanufactured leaf represents the bulk of our export trade. This business, however, seems assured to us. It is not so, however, with manufactured tobacco.

Because of the fact that the factories in the warring countries are either shut down or supplying exclusively the military and naval departments, considerable export trade has opened up for United States goods.

During the war thousands of contributions of cigars, cigarettes and smoking tobaccos made in the United States have gone to the officers and men in the trenches abroad. This has been a big advertising feature for American-made goods, and when the war ceases there is no reason why we should not get a heavy demand for our manufactured products.

It is up to the manufacturers to watch this line. The demand for our cigarettes abroad has increased enormously.

Successful manufacturers of unbanded nickel cigars have been patient and long-suffering. The substitution evil which flourishes in every part of the country, has endangered the output of many factories and seriously injured manufacturers' reputations for quality goods. While there are laws to protect the manufacturers against these abuses, comparatively few prosecutions are recorded, as many difficulties increased by the demands of proof made by the law, obstruct the way.

Banded Cigars

The manufacturers of the leading five-cent cigar in the United States have recently announced the banding of their cigar "for identification." Obviously this is the only means of protection afforded the manufacturer until the time of the non-refillable cigar box arrives.

The popularity of an unbanded cigar dooms it to become the prey of these parasites, who for an additional small profit endanger the reputation of the manufacturers, damn their own honor and insult the intelligence of the consumer.

One manufacturer of "private brands" is said to have made the statement that the banding of a certain cigar would cut his output 75,000 cigars a month. And incidentally he faces the loss of the biggest end of his business. There is no sympathy for those who have made their living out of the substitution evil.

George R. MacFarlane

George R. MacFarlane, one of the most prominent business men of Tampa, died at his home in that city during the past week, following some months' illness, due to kidney trouble. Mr. MacFarlane was born in Glasgow, Scotland, in 1867. He was educated in the University of Glasgow, and came to the United States in 1887, taking up a year's residence in New York, following which he entered Tampa, in which city he resided up until his death. Soon after his arrival in Tampa, he became identified with the electric company of that city, acting in the capacity of treasurer. In 1899 he received the appointment as special duty customs collector for the port of Tampa, which office he held until 1912. In that year he was elected secretary of the Cigar Manufacturers' Association, in which capacity he continued until his death. The funeral was held on Friday morning, interment being made in Woodlawn Cemetery, Tampa. The pall-bearers were J. A. M. Grable, T. C. Taliaferro, M. W. Berriman, Enrique Pendas, F. C. Lozano, C. A. McKay, M. W. Caruth and D. B. McKay. Mr. MacFarlane is survived by his widow, one daughter and two sisters.

Black Rot Alarms Tobacco Men

Lancaster, Pa.

Local leaf tobacco dealers are becoming alarmed over the large amount of black rot which is appearing among their 1914 packing. It is early for it to show, and presages its appearance later to a still more serious extent. The packers were doubtful regarding their tobacco while it was on the pole, when much of it dried, rather than cured. At present not more than ten per cent. of the new crop remains still in the hands of the growers, and much of it is of such inferior quality that it will have to be sold as trash, the trade designation for this type.

The growers are preparing to set out the plants in the field. Early planting will give the crop a start under the most favorable conditions.

The cigar department of the Tacoma Grocery Company, Tacoma, Wash., have had several attractive window displays recently on "El Dallo" cigars, manufactured by Wertheimer Brothers, Baltimore, Md.

Popular Five-Cent Brands Displayed

The above illustration shows a recent display of the cigar department of the George B. Evans Drug Store, at Market Street above Tenth. Twenty-one of the popular five-cent brands known to Philadelphians are shown.

The handsome lithographic display card of the "Bold" cigar attracted considerable attention and brought many "Bold" consumers into the store.

Among the brands shown were "Havana Ribbon," "Quaker Pure," "Roig's," "Counsellor," "La Flor de Sterling," "44," "El Vendura," "Pent's Extra," "Mint Perfecto," "San Felice," "Henry Abbey," "Prim," "1012" and "Bold."

"La Saramita" a Hit in Memphis

"La Saramita," manufactured by the Shields-Wertheim Company, Cleveland, Ohio, was taken on not so very long ago by the Hirsch & Slager Company, of Memphis, Tenn., in order to satisfy a few of their customers who were calling for the brand. This company found "La Saramita" repeated so well that they are now introducing the brand in the Admiral size retailing at ten cents. Hirsch & Slager have also recently taken on the local jobbing distribution of the "Juan de Fuca," manufactured by the Morgan Cigar Company, Tampa, Fla. This followed the recent visit to Memphis of the Morgan Company's representative in the person of W. W. Rosebro.

Seattle Retailer Off for Dealers' Convention

B. F. Battersby, of Battersby & Smith, retailers, First Avenue, Seattle, Wash., accompanied by Mrs. Battersby, left during the week for San Diego. Following a sojourn of a couple of weeks in Southern California, the couple plan to stop off at the San Francisco Exposition upon their return trip. The stop at San Francisco will answer a two-fold purpose, namely, the taking in of the Fair and the permitting of attendance of Mr. Battersby at the Convention of the Western Association of Retail Cigar Dealers, to be held in San Francisco, May 11th and May 12th.

Blakeslee-Snyder Company, Buffalo, N. Y., jobbers of the "Bachia" brand, manufactured by R. A. Bachia & Company, were recently in receipt of a visit from George E. Haskins, the Bachia Company's representative. Mr. Haskins seemed much pleased at the aspect of business conditions regarding the increasing demand for the "Bachia."

Trade Jottings

A favorable demand is reported by Justin Seubert, Syracuse, N. Y., on the "Sublime," a new five-cent proposition.

Edwin N. Ackerman, Y. Pendas & Alvarez, stopped off at Birmingham, Ala., recently in the interests of his company's "Webster."

Good business is being enjoyed by the Cobb Cigar Company, Atlanta, Ga. They have resumed their regular shipments on the Sanchez & Haya brands.

Millman & Wise is the title of a new wholesale cigar and tobacco jobbing house that is to be opened shortly in Baltimore, Md. It will be located on Market Street near Lombard, that city.

"El Genio," manufactured by Philip Verplanck & Company, was found to have been having a pleasing demand in Pittsburgh territory by Philip Verplanck on his recent visit there.

"Lawrence Barrett" and "Little Barrett" are being featured by the Oberholtz & Poinsett Cigar Company, of Kansas City. This company reports satisfactory business on the brand.

George W. Rich, manager of Lewis G. Smith, New York jobbers for "Reynaldo" cigars, made by Luckett, Luchs & Lipscomb, paid a visit to the Philadelphia office during the week.

Helstern Brothers, Richmond, Va., report that "Admiration" cigars, manufactured by S. Fernandez & Company, Tampa, Fla., E. Regensburg & Sons, proprietors, are coming to the front in local territory.

The Union-American Cigar Company, Pittsburgh, Pa., manufacturers of the "Rocky Ford," have declared the regular quarterly dividend of one and three-quarters per cent. on the preferred stock of the company.

The Capitol Cigar Company, Columbus, Ohio, Central Ohio distributor on the "Savarona" cigar, a Porto Rican product manufactured by the Cayey-Caguas Tobacco Company, are much pleased with the call for this brand, and state that the sales on "Savaronas" are increasing monthly.

"El Sidelo," "Mi Lola," "Alcazar," "Savarona," "Tom Moore," "Harvester," "Old Q," "Tom Keene," "Masterpiece," "New Bachelor," "Henry George," "Popular" and "John Ruskin" cigars, are among those carried by Peter Drakos, who has opened a cigar store at 425 Wells Street, Milwaukee, Wis.

Robert Ellis will inaugurate a selling campaign for the McKee Cigar Company, Wheeling, W. Va., beginning May 3rd, on behalf of "Reynaldo" cigars, manufactured by Luckett, Luchs & Lipscomb, Philadelphia.

Mr. Ellis has just closed a successful campaign with the Baer-Wolf Company, in Cleveland, and in this territory has met with wonderful success.

Cleveland

Many Changes in Local Retail Trade—Sam Klein Buys Joseph Snyder Stand—Orders Piling Up for "La "Saramitas"

Cleveland, Ohio, April 29th.

CLEVELAND has been the scene of some rapid fire changes in the cigar industry the past several weeks. Stores and locations have changed so rapidly that it has been hard to keep track of all the changes.

The American House has taken over the cigar stand located in the hotel formerly operated by the Louis Klein Cigar Company.

The Gillsey Hotel has also taken over the cigar stand in their lobby operated for a number of years by the Louis Klein Cigar Company.

Henry Gluckman, who has conducted a cigar store on Lower Superior Street for a great many years, is disposing of his stock and fixtures preparatory to moving into his new location.

Charles Miller, formerly with the Louis Klein Cigar Company, has opened up a cigar store of his own on Lower Superior Street, and is going out after the business hot and heavy. The trade is thoroughly familiar with this energetic young cigar man and have not hesitated in patronizing him.

Another change on Lower Superior Street the past week was the sale of the Century Cigar Store at 538 Superior Avenue, N. W., to Trottner & Zeigler. This makes Store No. 2 for this firm on the west side of the square.

The Century Cigar Company have moved their other store located at Superior Avenue, N. W., and West Ninth Street, one door east on Superior Avenue, where they are preparing to cater more to the wholesale end of their business.

The Scrambling Cigar Company, located at 1953 West Third Street, are showing great energy on their "Duquesnes," "Owls," "Osmonds" and "Montoros." Business has been on the increase with this concern and they are keeping orders constantly on the way to the numerous factories which supply their tremendous demand.

Sam Klein, who was formerly connected with the Louis Klein Cigar Company and in personal charge of their stand in the Colonial Arcade, has purchased the cigar stand owned by the Joseph T. Snyder Company at the corner of East Sixth Street and Euclid Avenue. He has replaced the old fixtures with new and put in one of the finest humidors in the city. The entire store has been redecorated and in the words of Joseph T. Snyder himself, "It doesn't look like the same store."

The Shields-Wertheim Company are extremely busy and to go through their factory you wouldn't think that the country was much affected by the war. They are cramped for room to turn out their many orders.

Their salesmen are once more scattered around their various territories and are sending in more than their usual quota of orders on "La Saramitas" and "Saramita Fives."

L. B. Shields has been under the weather for the past several days, but expects to be around calling on the trade by the first of the week.

"La Saola," manufactured by the Shields-Wertheim Company, has startled the cigar dealers by the lightning manner in which it has taken hold. No other brand put on the market here in recent years has taken such a strong hold with the smoking public as this new brand of the Shields-Wertheim Company.

The Polster Cigar Company, formerly at 5521 Euclid Avenue, will move into their new location at 5515 Euclid Avenue as soon as the room is completed. It will contain a bowling alley, pool room and cigar stand, and will be one of the finest rooms in the city.

Mr. Fred Singer, of S. Rossin Sons, was in town the past week.

Messrs. Wertheim and Loeser will operate the concessions at Maplewood Beach. These boys are thoroughly familiar with this kind of work and their exceptional personality is bound to draw a great deal of trade to this popular summer resort.

Jerry.

Testimonial Banquet Tendered to Ike Ochs

Terrace Garden, New York City, on the evening of April 21st, last, was the scene of a very enjoyable gathering. The occasion was the tendering of a banquet to Ike Ochs, the prominent New York retailer, and head of the Independent Retail Tobacconists' Association, by men active in the trade, as an expression of the regard and appreciation in which they held the guest of honor. Following a menu excellent in every respect, Nicholas Ehrlich, the well-known Brooklyn retailer, acting as chairman of the evening, made a brief address in which he complimented Mr. Ochs, and then urged the sincere co-operation of those present in making the Independent Association a power with which to reckon.

Short addresses were made by Otto S. Jonas, former Judge Henry H. Hunter, Charles Dushkind, Asa Lemlein, C. Fred Crosby, Lew Gompers and others.

A delightful incident of the affair was the presentation of a silver-mounted cane to Mr. Ochs by Oscar Veit on behalf of the Association.

Amid much applause, Mr. Ochs arose and responded graciously. He expressed his gratification in the gift and told his hearers that he was always happy to do whatever he could that would assist in the advancement of the cause. Another feature of interest was a demonstration of the Pathescope under the supervision of Mrs. Emma L. McClellan and Miss Ceole Gird, of the Pathescope Company of America. War pictures and a film depicting the "making of a pipe" were shown.

Armenian to Face Alleged Fraud Charge

Carnig Harpootian, a wealthy Armenian of Revere, Mass., has recently been placed on trial before a jury in the United States District Court in Boston, on an indictment charging him with using the mails in an alleged scheme to defraud. The Government has summoned about twelve witnesses who claim they were defrauded.

The defendant carried on a wholesale cigar and tobacco business in Boston. The alleged scheme was to advertise for salesmen and to require a deposit for a sample case filled with cigars, cigarettes and tobacco. It is alleged by the Government that some of these brands of tobacco were obsolete.

Upon the decision in this case will depend three other prosecutions.

Report received recently from the O'Malley-Liddy Cigar Company, Kansas City, is to the effect that they are well pleased with the business they are doing on the "Tuval," manufactured by Marcelino Perez & Company. Only last week they forwarded to the factory a repeat order approximating almost 100,000 "Tuvals."

New Quarters for M. Lopez & Company

Continuous growth having necessitated larger quarters, M. J. Lopez & Company, known as the "House With Open Business Methods," are moving this week from 222 Greenwich Street to 149-153 Wooster Street. The new location will provide 7500 feet of floor space for the accomplishment of the company's needs. Packing room, humidors, offices, etc., have been fashioned to produce results, convenience being the keynote.

M. J. Lopez & Company, manufacturers of the "La Social" clear Havana cigar, came into existence in 1870 under the direction of M. J. Lopez. In 1897, A. Haas, an extensive buyer of Havana leaf tobacco, was taken into partnership. In 1903 he took over the interest originally controlled by Mr. Lopez. In 1907 a brother of Mr. Haas, Silas M., purchased a half-interest in the business, acquiring in 1910 the sole ownership of M. J. Lopez & Company.

The "La Social," manufactured by this company, may be had in forty sizes, the prices ranging from $55 to $140 per thousand. It is noted as a splendid clear Havana and has an excellent distribution. The tobacco utilized in the manufacture of the brand is purchased in Cuba by A. Ullnick, the general manager of the company, under the personal supervision of A. Haas. A large purchaser annually, and an admirable judge of the quality demanded, Mr. Haas is in position to materially aid in upholding the reputation of this popular brand.

Owned by M. J. Lopez & Company, but conducted as a separate factory, is the S. Candela Company. This company manufactures the "Lord Vernon" and was established in 1913, at the period when the possibilities of the shade-grown wrapper were suggested.

Will Inaugurate "First Consul" Campaign

Early next month, Charles Q. Atkins, of P. Pohalski & Company, New York, manufacturers of the noted "First Consul" cigar, will co-operate with the Charles H. Rovig Cigar Company, Seattle, Wash., on a campaign which is to be carried on in that territory in the interests of the Pohalski brand. The Rovig Company is distributor for the "First Consul" brand in Seattle, a comparatively new market. They report, however, that the work done on the brand has been excellent, repeat orders being received from out of town, as well as locally. While satisfactory business is being done on all shapes, the preference seems to be for the "Bonaparte." Mr. Atkins plans to spend a month or so in the Seattle district.

Good Demand for "Mi Favorita"

Although the "Mi Favorita," the popular Park & Tilford brand, was only recently taken on for distribution by C. B. Perkins & Company, of Boston, they state that the demand for the brand is wonderful, despite the fact that "Mi Favorita" is well known locally. This company is also pushing "Ginta" cigars. They have supplied all their salesmen with automobiles with which to call on the trade, and have been much pleased with the increased distribution which they have been experiencing on their brands since so doing.

Will Convene June 25th, 26th and 27th

Announcement is made that the Tobacco Association of the United States will hold its Fourteenth Annual Convention at Old Point Comfort, June 25th, 26th and 27th. Membership in this organization is varied and embraces tobacco manufacturers, buyers and dealers, tobacco machinery men, manufacturers and dealers in tobacco supplies, and bankers in tobacco towns, etc. The officers are: T. M. Carrington, Richmond Va., president; and G. E. Webb, Winston-Salem, N. C., secretary-treasurer.

Bobrow Brothers Band "Bold" Cigars

To protect their "Bold" brand against the further ravages of the substitution fiends, Bobrow Brothers announce the banding of the same. Hereafter all genuine "Bold" cigars will wear a band. Thus the consumer is assured of buying full "Bold" value when he purchases the banded article.

The manufacturers of this brand have long suffered from the unscrupulous dealers who have refilled their "Bold" boxes with inferior goods. The consumer not knowing this trick has often blamed the manufacturer for the falling off in quality. In many cases unbanded cigars have suffered great loss of trade from this evil.

It is believed that the banding of the cigar now affords full protection to the consumer as well as to the manufacturer, and while "Bold" sales have shown a steady growth it is believed that this is a step that will result in a still heavier increase in orders.

Australian Manufacturer Visits This Country

O. L. Remington, general manager of Wm. McLean & Company, engineers, manufacturers and importers of Melbourne, Australia, has recently arrived in this country with one of his engineers and is now investigating the methods, machinery and new developments in the tobacco industry.

H. P. McColl, the engineer accompanying Mr. Remington, has his headquarters at present in Chicago at the Hotel La Salle. He will shortly be joined by Mr. Remington, after which the two will make their way through the large manufacturing cities on their way East. They will continue to England after reaching New York.

"United" Opens in Lancaster, Pa.

Despite the fact that local labor organizations evinced hostility at the original announcement that the "United Cigar Stores" would open a branch in Lancaster, Pa., this seemingly has proved of little avail, inasmuch as the "United" opened during the past fornight at 58 North Queen Street, that place. The store is among the most finely equipped in Lancaster, and is in charge of Frank B. Kreider, manager, with William E. Schultz, assistant. A premium station will be conducted in the rear of the store.

"Harizon", Recently Launched on the Market

"Harizon" is the title of a new cigar just recently placed on the market by James B. Harrison, Syracuse, New York. It is reported to be a well-made product, and retails at ten cents. Mr. Harrison states that he is pleased with the reception thus far given the brand. He is the manufacturer of the popular broadleaf "55" five-cent cigar.

Fifteen Months for Alleged Scheme to Defraud

Carnig S. Harpootian, of Revere, Massachusetts, was sentenced to fifteen months in the Plymouth jail by Judge Hale in the United States District Court at Boston recently, following his conviction by a jury of using the United States mails in a scheme to defraud. According to the Government he advertised for agents to sell cigars, cigarettes and tobacco. He promised excellent pay for efficient salesmen, the Government charged, but before hiring anyone required a deposit of $5.35 for a sample case and some samples.

The case was cheap and the samples so poor, the Government alleged, that agents were unable to make very much money and soon resigned. The Government charged that Harpootian's purpose was to dispose of the sample cases at a price far in excess of their value.

In sentencing Harpootian, Judge Hale said: "If an American citizen, with the knowledge of business you have, did what you have done, I would give him three or four times as long a sentence as I am giving you.

"When you are free, be a good citizen and business man. Study our institutions and our language and you will be successful."

May Now Smoke on St. Louis Cars

Following more than a year's prohibition, the United Railways Company, St. Louis, Missouri, which owns and controls the entire street car service of that city, has lifted the ban and now allows smoking on the three rear seats of all its cars. This action is, without doubt, due to the efforts of a committee of prominent local jobbers, who have been endeavoring for quite a while to have the bars let down. The news was received with much elation by the various local manufacturers and dealers, who state that they have been feeling the effects of non-smoking on the cars.

Watch Out for Spurious Five-Dollar Bill

Cigar dealers in other parts of the State have been warned by secret service men against a counterfeit five-dollar bill which is in circulation and which, according to the detectives, is being passed largely in cigar stores.

While the bill is said to be a good counterfeit, it may be easily detected from the genuine if a person is watchful and acquainted with the difference between the spurious and real money. The spurious bill is the one with the Indian head on it and differs from the genuine in that the big curve on the letter P of Payable does not come up to the Five on the face of the bill as closely as it does on those made in the mints. On the back the engraved part is fully a quarter of an inch longer than on the genuine.

New Location for Cincinnati Tobacco Inspector

The offices of Thomas B. Jennings, official inspector for the Cincinnati Leaf Tobacco Exchange, which for the past three years have been located at the southwest corner of Front and Vine Streets, Cincinnati, will be moved early this week to the building at the notheast corner of Front and Vine Streets. Mr. Jennings, together with his assistants, Conrad Fisher and J. R. O'Hara, expects to hold the formal opening in the new quarters on Wednesday, and has extended a general invitation to the members of the local leaf tobacco trade, as well as the many growers and shippers of burley tobacco who may be in the city at the time to visit the offices on that day.

Baker Brothers, Boston, Mass., announce that they are endeavoring to surpass their 1914 record on the sale throughout New England on "San Felice" and "El Verso" cigars, manufactured by the Deisel-Wemmer Company, Lima, Ohio. To assist them in their efforts they are utilizing a series of attractively lithographed cards, twelve in number.

PREMIUM PLAN HELPS NEWSPAPERS, SAYS SPERRY & HUTCHINSON CO.

(Continued from page 13.)

"While premium giving is in itself a form of advertising which, if it does what it is intended it should do, should increase sales, 'it is by no means a substitute' for public advertising, and especially of that form of advertising which reaches the public only through the medium of the daily newspapers. Indeed, the very fact that the premium companies are in the business to increase their own contracts makes it imperative that they should use the columns of the newspapers.

"There is another story which the premium man wishes to tell. He has found that in some quarters there is opposition to his plan. This he can offset only through the newspapers. He cannot buy the editorial policy—the real advertiser would not seek to do this—but he can buy space in the newspapers which reach the people, and there he can give his side of the argument.

"He believes that he has a perfectly legitimate, honest, scientific plan. He feels there is nothing in his scheme which would bar him from good commercial society. He exists in the consciousness that he is performing a definite, distinctive service which no other agency has performed or can perform; and while he does not pose as a philanthropist, he does insist that the work which he is doing not only produces results for himself but for those whom it is designed to benefit; that is, the dealer or the manufacturer. The testimony of thousands of dealers whose business has been stimulated through the trading stamp, and the word of hundreds of manufacturers who have found their sales increased through the use of the coupon, is sufficient to show that the plan 'does' produce results.

"Each step in the evolution of an idea is accompanied with questions which arise as the development proceeds. As well-established as the premium plan is today, there are yet many things which will become apparent in the future which today are hidden. It is with these that the wise purveyor of the coupon will have to deal as the days pass. He will have to give publicity to them. He will have to call on those agencies of public opinion, those media through which the public is reached, for the space in which to tell his story. He cannot afford to stand still, and if he does not recognize the efficacy of advertising he is likely to be left a stranded hulk on the shore of commercialism.

"The newspapers of this country occupy a distinctive place. In the publishing of the news they are naturally brought closer to the people than any other vehicles of publicity. In their columns is the place for the telling of the real human-interest story. The dry, matter-of-fact advertising has its place, but the copy that has something to tell and which touches the 'human' side of life can be used to advantage in the newspapers. And there is nothing which gets closer to the human wish, the human want, the human need, than the premium plan.

"Hence, there is no place where the plan, in its fullest details, can be outlined with better results than in the columns of the daily press.

"Resolutions directed against the coupon and trading stamp, in our estimation, are based on an apparent misunderstanding of the basic principle of the plan. If the newspapers of this country would study the plan with a view to ascertaining its merits as well as its faults, the conclusion would be favorable to the essentials of the premium idea as a strong factor not only in the selling of merchandise, but of white space in the papers themselves."

The Value of Window Displays

SPEAKING of windows, we are carried back to the aborigines, who were known as Cliff Dwellers and who chopped holes in the walls of rock for the purposes of light and ventilation. But there are many windows of the small dealers that still carry us back to the pre-historic ages whenever we see them.

When it became the custom among business men to display their wares in shops, which followed the period of the itinerant vendor, some active mind conceived the idea of displaying wares where they could be seen by the passer-by, and so the window display came into being to develop as one of the biggest assets of the retailer.

Unfortunately, many have failed to keep abreast of progress in this line and the number of dirty and littered tobacco shop windows are legion. Why dealers fail to recognize the tremendous selling power of good window display is not easily understood. When we stop to think how a large proportion of the sales in department stores are made through the ever-changing medium of the use of show windows, we naturally reason that if this method brings customers into their stores, why not into any store where the same care and effort is put forth.

We appeal to the readers of "The Tobacco World" to break away from the spirit of indifference that characterizes many of the small store owners. Certainly it is within the province of the retail tobacco association to urge this upon their members. Good looking windows sell goods, but one display a year will not suffice. Any man who doubts this statement may prove it for himself if he will get busy with soap and water and some appropriate window displays. If he has been negligent, let him start now to change his window display once a week, and at the end of the year balance his sales against those of the previous year, and mark the difference.

Stop for a moment, you men who hand out the Londres, Perfectos, Panatelas, Blunts and other shapes and sizes, and see if you can cite an instance where a store has achieved success without the use of time and money in his show windows.

Consider the merchant princes who annually spend thousands of dollars for the preparation of their window displays. Also consider the salary of the man who has charge of this work. He is well paid, indeed, but he must earn his salary and if the windows did not get the business he would not draw his $5000 or $10,000 a year very long. If it is worth this much to a department store, is it not worth a proportionate amount to you?

Window advertising is without doubt the cheapest form of advertising to the consumer. Results therefrom are immediate and lasting. It reaches hundreds of people who would not bother to read an advertisement in cold type. It gets new customers and starts building up a "repeat" business. The prospect sees the goods and the prices without entering the store and being importuned to buy. Marking the goods in plain figures assures the customer of one price to all, and it has an affect that lasts long after the two and three price stores have passed into oblivion.

In many lines of trade the value of the retailer's show window is borne out by the fact that firms often rent them to display their lines of goods at prices ranging from $10 a day on up. Would this be done if it had not proved profitable? How long would department stores hold their business if they simply threw in goods and let them stay until the call of Gabriel's horn, or the sheriff?

Some men will say that displaying a household necessity or an article of wearing apparel is entirely different from showing cigars, cigarettes, pipes, etc. On the other hand, would this be done by the most successful stores if it did not get results?

How about the man that has been passing your store for years because he did not know you were carrying his favorite brand? The other fellow down at the corner shows the goods in his window, has a word of greeting for him when he comes in and hands him his favorite smoke in good condition. If you are not getting this business, why not stop and consider what special effort you have made to get it?

The stockholders of one of our largest systems of chain stores have deemed the windows of their stores of sufficient value to organize a company to capitalize them, and this company is listed among the assets of the chain store concern. Any merchant who fails to utilize his show window is headed for the shoals of difficulty. Competition is too keen today for a customer to waste time looking into a poorly kept window to see if his brand is carried, when he can go down town and gaze on window displays that are works of art.

Prospective customers pass these poorly kept stores every day. The live man who gets out and trims up occasionally and makes an effort to get and keep the trade of the neighborhood will get it sooner or later. Perseverance is necessary to every success.

I have heard it said that store window decoration was all right for business sections, but that in the residence district it did not amount to much. Did you ever stop to think that the reason why much of the business you lose is held downtown is because the customers want to buy in a progressive and up-to-date store where there is always evidence of fresh goods and where the customer's wish is always satisfied if possible? The uptown store often offers a man a box of dry goods with a "take-it-or-leave-it" air, and seems to care little whether you buy from him or not.

A man likes to be seen coming out of a clean, good looking store. It means something to his judgment and the progressive business man appreciates a progressive dealer. If you want the smart looking business men to drop into your store put your store in a class to cater to his trade. Show him that you have some live ideas and quality goods, and get busy with the window.

The varying of the window display is a method of catering to all classes of smokers, and the window should be used for the benefit of the cigar smoker, the cigarette smoker as well as the pipe smoker, and while it is possible to present these at one and the same time, the idea of placing these goods before the public separately will afford opportunity of making a direct appeal to each of these classes of smokers effectively.

The greatest drawback to successful window decorating is the tendency to overcrowd, so that the passerby gets but a glance of a number of articles, without having any one object impressed upon his mind, and the stores that carry cigar and cigarette cases, humidor jars for smoking tobacco, can fill up any blank space with these articles, and will impress the article itself as well as its association more firmly upon the mind of the onlooker.

In planning window displays, don't get the impression that the men in your employ are entirely barren of ideas, and be broad-minded enough to receive suggestions from them, for they see the results as they appear to the outside

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Hints for the Retailer

Every retail cigar dealer can do a certain amount of advertising to advantage. If his trade is purely local he is justified in doing advertising on a local basis until increasing trade safely permits of a branching out. In addition to store advertising, such as attractive window exhibits, placards and bulletin boards, a retailer should run a display advertisement in a newspaper, local or general, which he finds has a large circulation in his immediate neighborhood. This applies with special force in large cities. In towns, where there are only one or two papers, at most, they must be used if any. An advantageous position—placing an advertisement in a paper where it is bound to be seen—is sure to prove more profitable than permitting it to be obscured by columns of surrounding "big display" notices, advertisements, etc. Cuts, or illustrations, if "right to the point," aid in securing the notice of readers, but "cuts" are being worked overtime nowadays and their absence in an advertisement need cause no worry, other things being equal. Talk quality, and leave the price to talk for itself. Most men know when they get a meritorious five-cent smoker; but if it's a new brand they want to know its quality and merits in advance.

A number of advertising suggestions and general hints given out by "Business Problems," as herewith reproduced, will repay careful reading:

A man is known by his deeds. A store is known by its values. Both should be beyond question and above reproach.

Never neglect your home market in the effort to sell to the patron to whom you have to ship your goods. If you do, you'll be sorry for it in time.

An attractive advertisement is preferable to one that may be denominated as "catchy." Everybody likes to be "attracted." Nobody likes to be "caught."

There are two kinds of "good" advertising. One is good advertising of goods. The other is good advertising of bad goods and wrong propositions. It doesn't take much of an expert to tell the bad from the good, nor a prophet to tell the ultimate end of either.

If we were writing an advertising proverb it would probably run something like this: Better is a small space with a well told story as an adornment, than a whole page of trashy generalities made to "look pretty" with ornaments and typographical "ginger bread."

Frank Farringdon says: Anybody can give advice, but it takes a mighty good man to live up to it.

When you do get a cranky customer suited, you have made a friend who will speak many a good word for the store.

Many a promising business man has been spoiled by getting to the private office stage too quick.

If a man hasn't got horse sense, he'd better leave horses alone; and if he hasn't got store sense, he'd better get into something nearer the size of his brain power.—"Canadian Tobacco Journal."

"El Planco" in Tissue Wrappers

An idea that seems to have taken out in Indianapolis, is the printing on the tissue wrappers enclosing "El Planco" cigars, of the name of the consumer on orders of one hundred or more. This novelty has been introduced by the manufacturers, Ruy Suarez & Company, through their representative E. L. Snyder, their local representative in Indianapolis. Local clubs are showing their approval of the novelty.

The Value of Window Displays

(Continued from Page 21)

mind, and not as they appear to you. One successful dealer invites suggestions from all in his employ, and whenever an employee comes across with a suggestion that is adopted, he is rewarded in proportion to the adaptability, fullness of detail and finished effect, and this will encourages the men. It will stimulate them to be better salesmen, and will bring out ideas and suggestions that are hidden away in your own mind.

In every circumstance, see that the window is clean and well lighted, for the most elaborate display can be spoiled by improper lighting. Glass that looks as if it was not on speaking terms with water, will place spots and specks upon your merchandise that were never intended, and will have a tendency to cheapen and weaken the full force of the window display and your entire establishment.

In the recent window trimming contests conducted by manufacturers, the displays which won the largest prizes were those whose keynote was simplicity, and not an elaborate conglomerate mass of boxes piled one upon another with no specific effect. While to a certain extent a one color tone should be avoided, the combination of a number of gaudy packages will not enhance the beauty or attractiveness of the display.

When color is desired, this can readily be accomplished by backgrounds which the cigarette companies are distributing, and by the use of several of the attractive cigarette packages, which are of a color that can be made to fit in almost any color scheme desired.

When the proprietor of any given establishment feels that he has reached the limit of his ideas, any one of the salesmen calling upon him will readily suggest ideas of practical value, and while the display may possibly run toward the goods manufactured by his firm, if they are the kind that the dealer can afford to sell, they are of the kind that he can afford to advertise in his window. The great variety of taste which is required to satisfy the smoking public is sure to win new customers upon a new brand if properly displayed and pushed.

Market for American Tobacco Machinery in Greece

A recent report to the United States Department of Commerce and Labor from Consul John E. Kehl, stationed at Saloniki, Greece, conveys the interesting information that since the advent of free competition in the tobacco industry brought about by the abolishment of the French syndicate known as the Tobacco Regie, some sixty concerns have engaged in the manufacture of tobacco products. Many of these, however, are possessed of small capital. Up to the present eleven tobacco-cutting machines are in operation, these machines varying in capacity from 650 pounds to 1300 pounds per working day of ten hours. Ten of the cutters are of English origin and cost $450 to $850 each. More cutting machines are required.

As cigarettes are now made entirely by hand, there would appear to be an opening for the introduction of cigarette manufacturing machinery. The Consulate reports that inquiries have been made by local firms for information concerning American machinery for the manufacture and printing of cardboard cigarette boxes. At the present time most of the machinery in use is of German origin and of antiquated style. Prompt action on the part of American manufacturers of tobacco machinery of every description is urged.

Larger Quarters for Louis G. Smith & Company

LOUIS G. SMITH & COMPANY, located at 52 Beaver Street, will remove on May 1st to larger and more commodious quarters at 48 Beaver Street, where all customers are invited to call and inspect their goods and facilities. A new humidor will be installed that will be the latest word in construction and equipment.

This company handles a line of first-class goods and their reputation is maintained by all the brands that are distributed by them.

The famous "Reynaldo" brand, made by Luckett, Luchs & Lipscomb, is handled by this firm, as is the "Havana Ribbon," made by Bayuk Brothers.

Corral, Wodiska & Company, have chosen the Smith firm to distribute their widely known "La Duse" brand, while "Barcel-o-nesa" is a leader in the clear Havana imported goods.

The House of Gangemi & Company

Some years ago, there came from Utica a cigar manufacturer, in a small way, by name of R. Gangemi. Entering the local manufacturing field, he located at 37 Beekman Street, at which place he remained for about a year, following which he removed to 192 Water Street. Having but limited capital, it was not possible to "set the trade on fire." Persistence and belief in himself, backed up by a cigar manufactured of excellent material, resulted as only such things must result. Recognition came, and with it success in a small way which has been gradually increasing, until today the house of R. Gangemi & Company, located in its new factory and offices at No. 20 Fulton Street, is a factor of importance in the trade. The principal brand of this house is the "La Diplomat," a clear Havana cigar, known to the trade for a long time. Having made devotees in the past, it is doing so still. A second brand of the Gangemi Company which is proving a success, is the "Lucella." This mild Havana is said to attain favor wherever introduced. Well made, it is a cigar combining admirably quality and excellence. It is growing in distribution, not only throughout New York State and through New England, but is coming in for an excellent share of patronage in such territories as Cleveland, Columbus, Milwaukee, St. Paul, Baltimore and Rochester. Other brands manufactured by R. Gangemi & Company are the "Florinda" and "Mi Selecciones."

Pasbach-Voice Company Have "Bud Fisher" Title

Through the intimacy of H. A. Voice, one of the representatives of the rapidly growing firm of Pasbach-Voice, with "Bud" Fisher, the widely known cartoonist and originator of the celebrated "Mutt and Jeff" comics, the Pasbach-Voice Lithographing Company has been able to secure the permission of Mr. Fisher for the use of his name as a cigar brand.

The firm expects to put this title on the market shortly and the trade is assured that it will be a label of exceptional design and quality. Mr. Voice was fortunate in securing Mr. Fisher's permission to use the title as his popularity has made it a most desirable brand name.

Marcelino Perez to Leave for Extensive Trip

NEXT week, Marcelino Perez, of Marcelino Perez & Company, New York, N. Y., manufacturers of the clear Havana "Tuval," will leave for an extensive trip throughout the United States, to terminate at the Panama-Pacific Exposition. Mr. Perez will combine business and pleasure and plans to stop off at Chicago, Milwaukee, Minneapolis, St. Paul, Omaha, Kansas City, St. Louis, Denver, Salt Lake City, Butte, Seattle, Tacoma, Portland, Los Angeles and San Francisco.

William Demuth & Company Boosting "Wellingtons"

Knowing the part that an attractive display case performs in the sale of an article, William Demuth & Company, the well-known New York pipe manufacturers, to further introduce their "Wellington" pipe, are offering a splendid display case with every order for their "Wellington" Combination No. 4, consisting of one dozen "Wellington" pipes—two each of six popular styles to retail at fifty cents.

The case is attractive and substantially made of gilt metal, and is provided with a lifting glass cover and easel back with patented pipe clamps attached to hold six pipes. The case is surmounted with a novelty disclosing a man's face, in the mouth of which is thrust a "Wellington" pipe, adjacent to which are the words "Get A Pipe To Fit Your Face."

A certain Maryland concern recently began to push the "Wellington" and could not get stock quick enough to supply the demand.

Profit-Sharing Corporation Warns Stockholders

The United Profit-Sharing Corporation has issued the following notice to stockholders: "We caution our stockholders to use care as to the responsibility and standing of any brokerage firms to which any of their securities may be entrusted, and whenever stock is deposited for any purpose to carefully note the number of the certificates.

"We are informed that notices have been sent to our stockholders asking them to send their stock in this company to brokers to be used as collateral or margin in the open market. We believe that brokers seldom borrow money on this stock, and are reliably informed that in many cases stock deposited as collateral has been sold in the open market, and that additional stock which was ordered and reported as having been purchased was never purchased at all.

"Such practices are reported to be carried on to a great extent with the stock of this company, which renders it necessary that you should be thoroughly acquainted with the responsibility of any broker with whom you may do business."

Harlem Tobacco Company Makes Settlement

Philip W. Strauss, doing business as the Harlem Tobacco Company, 917 Brook Avenue, has made a settlement with creditors at twenty-five cents on the dollar, and Judge Hand has granted a motion to discontinue bankruptcy proceedings filed against him on March 25th.

The Cuban Market

From Our
Exclusive Bureau
74 Virtudes

Havana, Cuba.

Havana, April 23rd.

THE past fortnight has been the dullest we have experienced for a long time, and the cause of it has been the absence of Northern buyers, or only a sprinkling of them. From all reports at hand business cannot be as good in the United States, as least as far as those cigar manufacturers are concerned which are using our leaf. Stogies, as well as clear seed fillers, with possibly a Sumatra wrapper, made cigars may be selling quite lively, but as we are not interested in such cheap cigars, a heavy demand for them in the North does not help our leaf dealers in disposing of their holdings. Therefore, until times should be really improving all over the American Union we may have to take a back seat and quietly await the ending of the European war, which unfortunately appears to be in the far distant future.

There is, however, another side to our present anomalous position, and if there are real merchants among the manufacturers and leaf dealers, they ought not to hesitate in laying in stocks when the latter are below the cost of production, and the holders here are willing to meet buyers all they possibly can, in order to turn over stocks. The right time to buy is now, and not wait until the whole trade will rush down here after the shortness in this year's crop, as well as the large percentage of poor leaf shall be a fact known to everybody, because then we shall see a big rise in our leaf.

Notwithstanding the very unsatisfactory condition of our cigar industry, our large manufacturers that have enough capital are purchasing now all vegas which will stand storage, as they feel convinced that they could not possibly invest their capital in any more profitable way, because who can tell what the 1916 crop may have in store for us? If the present low prices for leaf should continue, until it is time to prepare for the 1916 crop, the quantity of acres devoted to the weed is bound to be reduced, as all grounds fit for planting sugar cane will be used for this purpose. Therefore, leaving aside what Dame Nature may have to say in this matter, the overwhelming chances are in favor of another small crop, not sufficient to meet an ordinary demand, and as a natural consequence we may see high prices, higher perhaps than ever. Let those buyers that do not agree with our views stay away and not come here, while those that reason and concur with our logic, let them come here and invest all their spare cash, or as much as their credit will allow them to handle, and we feel sure that they will never regret their present foresight.

The growing season is over, and the temperature at the moment is dry and hot already during the day, so that now the new leaves hanging in the barns cannot be touched, but as soon as the rainy season should set in we shall be able to get at the truth of the percentage of the poor stuff in the 1915 crop. One manufacturer today told us he had seen a new vega of Vuelta Abajo, which had been packed early, and of about 200 bales there were not more than 30 bales of clean light fillers, the balance consisted of light straw, perhaps not even good enough for our cigarette manufacturers. This party then made up his mind quickly, in purchasing at once 500 bales, with a further option on a couple of thousand more old Vuelta Abajo factory vegas. Some of our well-to-do leaf dealers are also purchasing all vegas from those parties which might need money. They are firm believers in a higher market and are perfectly willing to wait for the turn.

Sales from April 1st to April 15th only totaled 3285 bales, consisting of: Vuelta Abajo, 1522; Partido, 198, and Remedios, 1565 bales.

Buyers were: Americans, 823; exporters to Europe, 14; to the Canary Islands, 282; shippers to South America, 490; to Australia, 276, and our local manufacturers of cigars and cigarettes, 1400 bales.

Receipts of Leaf Tobacco From the Country

For 2 weeks from Apr. 2 to Apr. 15, 1915.			Since Jan. 1, 1915.	
Vuelta Abajo	3,368	bales	31,110	bales
Semi-Vuelta	288	"	2,622	"
Partido	283	"	1,818	"
Remedios	1,134	"	53,367	"
Oriente	36	"	7,524	"
Total	5,109	"	96,441	"

Exports of leaf tobacco from the port of Havana, from April 5th to April 17th, totaled 8877 bales, which were distributed to the following countries, viz.: To all ports of the United States, 7757; to Denmark, 612; to Gibraltar, 12; to the Argentine Republic, 132; to Uruguay, 88; to Melbourne, Australia, 276 bales.

Buyers of Leaf Tobacco That Come and Go

Arrivals—From New York: Jose M. Diaz, president of the Preferred Havana Tobacco Company; Emanuel and Arthur Weil, of Weil & Company.

From Philadelphia: E. A. Calves and Charles Martinez, of E. A. Calves & Company; Felix Eckerson, of Felix Eckerson & Company.

From Tampa: Manuel Menendez, buyer of Rodriguez & Company.

Departures—To Tampa: Angel L. Cuesta, Jose Escalante and Jose M. Diaz.

To New York: Emanuel and Arthur Weil and Frank Strater.

To Boston: Levi W. Scott.

To Chicago: Walter C. Sutter.

Cigars

In general, business of our cigar industry is far from satisfactory, and although a few of the larger manufacturers are working well, the majority are working under a greatly reduced output. Our best customer is still Great Britain, and still we are short again during the first half of this month, as compared with the same period of last year. The United States has fallen even behind England in the decrease of her imports from us during the above period, so that the total shrinkage in our exports for the fortnight has almost reached two and one-half millions of cigars. At the moment, we hear that there are a few more orders from the American importers for special sizes.

Romeo y Julieta continues at the head of our most active factories, and we learned that it shipped during the past month of March 295,000 cigars more than in March, 1914. This factory is constantly on the lookout for further choice vegas of Vuelta Abajo, and during the past fortnight bought about 500 bales.

Partagas had a letter from Robert E. Lane, from San Francisco, saying that while business was not satisfactory, nevertheless "Partagas" was the best seller of imported Havana cigars in Frisco. The factory is working as well as heretofore.

H. Upmann has noted a decided improvement in the receipt of orders, and has also taken time by the forelock in purchasing more leaf from the Vuelta Abajo lately.

Sol and Devesa de Murias reports a steady improvement in orders, and therefore had no reason to complain, taking into consideration the reduced volume of orders on account of the war.

Leaf Tobacco

Don Antero Gonzalez, the original founder of the present firm of Sobrinos de A. Gonzalez, sailed on the 20th inst. by the steamship "Reina Maria Cristina," for his home in Madrid, Spain. A large number of friends assembled on the dock to bid him good-by and Godspeed.

Don Jose C. Puente also sailed by the same steamer for Gijon, Asturias, Spain. He had not intended to leave quite so early, but family matters necessitated his leaving upon short notice.

A fire broke out in a barrel factory in the rear of the leaf warehouse of the Cuban Land and Leaf Tobacco Company in Carlos 111 Avenue, last Saturday, the 17th inst. It commenced about 10 o'clock A. M., and while the firemen responded promptly enough, owing to the scarcity of water in the beginning, it spread with marvelous rapidity to the leaf warehouse, which was completely gutted, leaving only the bare walls standing. The loss amounts to about one-half a million dollars, and while the tobacco was fully covered by insurance, nevertheless among the 6000 bales there were some choice wrappers and quality Vuelta Abajo colas, which could not be replaced at any price at present. Fortunately the great Siboney cigarette factory did not catch fire, although adjoining the warehouse, as otherwise a very large number of hands should have been thrown out of employment not alone temporarily, but for a long time, as it would have been impossible to replace the valuable machinery, except with a serious loss of time.

Jose Escalante was a buyer of 1350 bales of choice vegas of Vuelta Abajo during his prolonged stay here, owing to an operation performed upon Mrs. Escalante, which, however, proved quite successful.

Jose F. Rocha sold 517 bales of Vuelta Abajo vegas from his choice holdings during the past fortnight.

"Cinco" Cigars Now Banded for Identification

Smokers of "Cinco" cigars are assured of getting the genuine article when they now ask for this popular smoke. Heretofore there has been no assurance that a cigar was a "Cinco" simply because it was sold out of a "Cinco" box.

For the protection of the consumer, the manufacturers of the "Cinco," Otto Eisenlohr & Brothers, have adopted a form of identification by putting on each cigar a band which is a guarantee to the smoker that he is getting a genuine "Cinco" cigar. The band is neat and attractive in appearance, no attempt having been made to sacrifice the quality of the cigar for an expensive, showy band. In order to avoid the breaking of the wrapper, which sometimes happens when a smoker attempts to slip a band off a cigar, a flare is provided, by which the "Cinco" band can be easily torn off.

The "Cinco" cigar holds first place among the nationally advertised brands with a production of nearly 200,000,000 annually. About 5000 hands are employed in their factories. These factories are acknowledged to be models of their kind in this country, not only from the standpoint of manufacturing, but also for their sanitary conditions and appointments for the comfort of their employees.

The fact that all tobaccos used by this firm in the manufacture of their cigars are purchased direct from the growers in this country, Cuba and Holland in immense quantities, enables them to maintain a uniform quality in their goods, which otherwise could not be accomplished.

While machinery has been largely introduced by various manufacturers in the making of cigars, Eisenlohr & Brothers have always adhered strictly to handwork, the manifest superiority of which is readily apparent to smokers of this brand.

H. H. Abrams to Represent Heywood, Strasser & Voigt

Heywood, Strasser & Voigt, the well-known New York lithographers, have recently opened an office in the American National Bank Building, Tampa, Fla., where Henry H. Abrams will represent this widely known house.

Mr. Abrams will occupy Suite 225 in the Bank Building, and will be equipped to give the trade the service and quality for which his firm is justly famous.

The rapid growth of the firm's business in Tampa has made it necessary for their customers' best interests to establish an office there. The high grade of the work done by this firm needs no comment. Throughout the industry the lithographic work of this firm holds a high place, and needless to say, Tampa manufacturers have not been slow to recognize it.

J. F. Berndes & Company were buyers of 100 bales for export to a South American Republic during the last two weeks.

Jose C. Puente & Company were sellers of 270 bales of Remedios and Partido leaf in the last two weeks.

Exporters of leaf tobacco from the port of Havana, from April 5th to April 17th, both days inclusive, and above 200 bales each, were:

Virgilio Suarez, 1822 bales; Cuban Land & Leaf Tobacco Company, 904 bales; Leslie Pantin, 826 bales; Perez, Capin & Company, 618 bales; J. Bernheim & Son, 599 bales; Hinsdale Smith & Company, 481 bales; Menendez & Company, 436 bales; Walter Sutter & Company, 425 bales; Maximilian Stern, 399 bales; S. G. Rodriguez, 319 bales; Allones, Limited, 290 bales; Mark A. Pollack, 255 bales; H. Upmann & Company, 248 bales; Manuel Suarez, 237 bales; Selgas & Company, 222 bales.

Oretaniv.

New Corporation Formed to Issue "Travel Stamps"

Travel Stamps, Incorporated, is the name of a new corporation organized under the laws of Virginia, with a capital of $500,000.

The company will sell travel stamps to retailers and manufacturers in four denominations, redeemable for one mile, one-quarter mile, one-tenth and one-twentieth miles, so that with all purchases amounting to five cents and upward, the stamps will be given free. A mile travel stamp, or its equivalent, in smaller denominations, will be exchanged for any or all kinds of first-class passenger transportation, either by boat or rail. Stamps equivalent to two miles will be exchangeable for one subway, surface or elevated ticket. It will be possible for the holders of the coupons to get tickets good on all transportation lines in this country and abroad and from any given point to another. A notable feature of the plan is that the stamps are practically money This is made possible by an agreement with the New York Trust Company to keep on deposit with that institution a sum of money more than sufficient to cover the redemption of all stamps issued and outstanding.

The following are the directors: H. I. Miller, M. B. Starring, Newman Erb, Thompson Starr, Esmond O'Brien, A. F. Miller, W. M. Clark, E. B. Oversheimer, R. W. Ely, H. M. Talbot, F. C. Dickson, D. P. Hawkins and M. B. Starring, Jr. The officers are: President, H. J. Miller; first vice-president, A. F. Miller; second vice-president, Thompson Starr; secretary and treasurer, M. B. Starring, Jr.; assistant secretary and treasurer, Esmond P. O'Brien, and sales manager, R. W. Ely.

Patents of Interest to Tobacconists

Cigar Box, No. 1,134,990. Jacob Besser, Jacksonville, Fla. April 13, 1915.

Apparatus for Displaying and Vending Cigars and Other Articles, No. 1,135,964. William G. J. Collins, Chicago, Ill. Assignor to United Cigar Manufacturers' Company, New York, N. Y. April 13, 1915.

Sanitary Cigar Cap, No. 1,135,504. Garibaldi de Fernanzo, Philadelphia, Pa. April 13, 1915.

Smoking Pipe, No. 1,135,447. Harry H. Ferris, Huntington Beach, Cal. April 13, 1915.

Smoker's Kit, No. 1,135,457. Jose Lombardero, San Francisco, Cal. April 13, 1915.

Card Holder for Cigar Boxes, No. 1,135,323. Ivar Reenstierna, Boston, Mass. April 13, 1915.

Tobacco Press, No. 1,136,119. John W. Glenn, assignor of one-half to V. B. Pounds, Indianapolis, Ind. April 20, 1915.

Smoker's Pipe, No. 1,136,422. George C. Hopkins, Winnsboro, Texas. April 20, 1915.

Combined Cigar Cutter and Match Deliverer, No. 1,136,130. John Hordubay, Scalp Level, Pa. April 20, 1915.

Cigarette Making Device, No. 1,136,720. James Preston, deceased, Tuckahoe, N. Y. L. Preston, Executrix. April 20, 1915.

Cigar Tip Cutter, No. 1,136,182. Joseph H. Swift, assignor to Swift & Fisher, North Attleboro, Mass. April 20, 1915.

Tobacco Machine, No. 1,137,206. Oscar Hammerstein, New York, N. Y., April 27, 1915.

Tobacco Leaf Machine, No. 1,137,207. Oscar Hammerstein, New York, N. Y. April 27, 1915.

"Flor de Melba," a new mild Havana cigar, retailing at ten cents, and manufactured by the I. Lewis Cigar Manufacturing Company, Newark, N. J., manufacturers of the "John Ruskin" cigar, is being launched by Sprague, Warner & Company, of Chicago, Ill.

COUPON SYSTEM HELD TO BE FORM OF ADVERTISING BY CORPORATIONS

(Continued from Page 13)

Mr. Posey contends that the coupon eliminates to a great extent the bane of the retailer—credit accounts. By receiving cash for his goods, the retailer is able to buy for cash and thus get a discount for himself.

It is further set forth that by offering articles of standard value in exchange for a certain number of coupons the manufacturer and retailer obtain "repeats." When the consumer finds that the article with which coupons are given is the equal in merit and quality, of goods with which there are given no coupons, the demand for the article with which coupons are packed will show a steady increase in demand.

Mr. Posey adds that it is foolish to say that the price is increased or the quality of merchandise is in any way deteriorated by the presence of a premium coupon. "The coupon does not in any way affect the quality of the merchandise, because it is competition which determines that both as to quality, quantity and price."

George B. Caldwell, president of Sperry & Hutchinson Company and the Hamilton Corporation, declares that the coupon in its final analysis is a form of advertising and that it has been so held on several occasions by the courts.

"On the Sperry & Hutchinson green trading stamps," says Mr. Caldwell, "the percentage of redemption during 1914 was more than 90 per cent., which is a higher ratio of real service than any other agency has ever performed to our knowledge. What is true of the trading stamp can be claimed for the coupons being packed by the manufacturers and given away in each package."

"It is all advertising—clean, high-grade as now conducted, and a service that can be measured in redemptions."

In this connection it is pointed out that the United Cigar Stores issue about 800,000,000 coupons annually. The American Tobacco Company states that about 98 per cent. of their cash value coupons are redeemed and about 40 to 50 per cent. of their premium value coupons.

New coupon companies are constantly springing up in the tobacco trade and the tendency seems to be rather toward than away from the coupon system.

There are approximately 65,840 retail stores in the United States using this system of sales stimulation, and Pennsylvania heads the list with 13,500 and New York is second with 11,500.

Economic conditions have encouraged thrift and the coupon system takes advantage of this condition. As has been pointed out by President Posey, of the United Profit-Sharing Corporation, the consumer will repeat on articles with which coupons are given when he is convinced that the article is the equal in quality and merit of the same goods with which no coupons are packed.

Some of the opponents of coupons say, "the consumer pays the freight," but if this is so he is apparently willing to do it. In the matter of cigars and tobacco products he certainly does not, and as long as he can take his coupons and buy anything from a toothbrush to a motorcycle, he is very likely to continue to buy where he gets coupons. The very fact that coupons are now redeemed in articles of standard value adds much to the merit of the system. Formerly many premiums were manufactured especially for the premium trade and for the most part they were comparatively worthless. This fault has been remedied in recent years and there is no doubt that the fact that coupons can be redeemed for nationally advertised products adds much to the desirability of their use and collection.

Old Jimmy Pipe Shown at Frings Brothers

SOME time last year the R. J. Reynolds Tobacco Company located what they believed to be the old "jimmy pipe" of Sir Walter Raleigh. The interest in the pipe through its possible historic connections caused the Reynolds Company to have it placed in a glass case and sent about the country for exhibition purposes, and also as an accessory to "Prince Albert" advertising.

At the present time this ancient pipe is on exhibition in one of the windows of Frings Brothers Company, 3134 Market Street, well-known cigar and tobacco manufacturers and jobbers.

The historic value of the pipe is very great, as it is, perhaps, the very first smoked by a white man in the new world. An interesting feature of the construction is a whistle at the top of the main body of the pipe. This exhibit also emphasizes the many changes that have occurred in pipe construction in the years that men have been smoking in this country.

"44" Cigar Factories Show Steady Increase

With the business on the "44" cigar showing a steady increase and the factories working to capacity, another incident of improved business conditions is brought to notice.

W. B. LeCouver, a "44" representative, who has done very good work under the direction of Secretary M. A. Funk, is now with the Newark distributor, where he is showing exceptional results. Mr. LeCouver's work on the "44" cigar has marked him as a "live wire," says the head office.

F. W. Clarke, Middle Western representative, continues his success on the brands of the "44" Company in his Detroit campaign; while W. H. Nicholson, Southern representative reports that "44's" are duplicating favorably in the coal regions of West Virginia.

W. M. Charles, Northeastern representative, who recently completed a campaign in New York State, is now working on an advertising campaign in Maine.

New Brands for Shipton & Payne Company

Through a recent arrangement with Messrs. Bondy & Lederer, of New York, Shipton & Payne Company, well-known jobbers, located at 2854 North Fifth Street, have secured the sole distribution from May 1st on the "Tom Keene" cigar in this territory.

Announcement is also made that the Shipton & Payne Company have completed negotiations with Vetterlein Brothers, and that beginning May 1st they will have the exclusive distribution of the well-known "Saboroso" five-cent cigar in this district.

Philadelphia Notes

W. S. Luckett, of Luckett, Luchs & Lipscomb, has just returned from a business trip to Chicago.

"Hi" Hammer closed some attractive business for Corral, Wodiska y Ca., when in the Quaker City this week.

"London Life" cigarettes have been well displayed recently in the store of J. Buckman, 54 South Third Street.

Mr. Heldman, of the Neudecker Tobacco Company, of Baltimore, Md., was a recent visitor to the "44" Cigar Company offices.

Morris D. Neumann, of Neumann & Mayer, has just returned from a Western trip in the interests of "El Tello," "Bella Mundo" and "White Knight" cigars.

The "Perfecto Sublimes," a new size "Wissahickon" cigar, marketed by the Finley Acker Company, is finding a ready sale with patrons of the cigar departments of the various "Quality Shops."

An attractive display of the Sanchez & Haya Company's "Perfecto Royal" is noted in the Chestnut Street window of Terry & Duncan, whose main store is located at Tenth and Chestnut Streets, Philadelphia.

"S. Palo y Ca." is a well-featured brand in the window of Ostrow's cigar store, Chestnut Street above Seventh. Mr. Ostrow also reports a steady demand on "Wire Grass" smokers, which have proven quite popular.

W. D. Duncan left Philadelphia this week for an extended Western trip in the interests of San Martin & Leon, Tampa, Fla. Mr. Duncan expects to spend about a week in Pittsburgh, his first stop, and will work West from that point.

Bobrow Brothers Secure 295 Bales of Fancy Sumatra

What is stated to be the first large purchase thus far reported relative to the recent Sumatra inscriptions, is that of 295 bales of fancy tobacco by Bobrow Brothers, the well-know manufacturers of "Bold" cigars, the purchase having been accomplished through H. Duys & Company, New York importers. Several marks are included in the lot.

Chicago

Trade Conditions Show Improvement—"Roig" Cigar Finding Favor in New Locations—On Eve of Prosperity Era, Says William Taussig—"Jose Vila" Growing Daily in Sales

Chicago, April 26th.

GENERAL conditions in the cigar and tobacco trade here show a great deal of improvement when compared with business of a few weeks past. Credit men from the various large cigar and leaf houses report collections much better. Many of the old customers, who used to discount their bills, but have not been doing so for the past six or eight months, are now resuming the practice.

Best & Russell continue their strong advertising campaign on "Owl" cigar, which is fast becoming one of the most popular five-cent sellers on the market. "It has no band but is followed by a crowd," is the slogan which is being used, and all admit that it is one of the cleverest which has appeared in cigar advertising in some time.

The cigar department of Reid, Murdock & Company, under the guidance of the energetic Manager MacMahon, is enjoying a fine spring trade. The familiar brands "El Roi-Tan" and "Juliana" are as popular as ever, and the figures of the department show a decided increase of business over this time last year.

J. J. Christian, manager of the cigar department of Steele, Wedeles & Company, is making a drive on "Tom Keene" cigars, with large window display and interior sign advertising throughout the city.

Cigar manufacturers are much interested in the bill which is now in the Illinois State Legislature limiting the time a woman is allowed to work under the law to nine hours a day or a total of fifty hours a week. This measure, if passed, will cause a revolution of things in the factories of the State, where many girls are employed as strippers and packers.

"Flor de Melba" is the name of a new ten-cent cigar which is being placed on the market by Sprague, Warner & Company. The cigar is made by the I. Lewis Cigar Manufacturing Company, and is mild and of ample size. The new cigar is put out in a number of sizes and shapes, which will be increased as the cigar grows in favor.

Adolph Meyers, of Salvador Sanchez & Company, who has been ill, is reported some better. He is now at a local hospital, from which he expects to be discharged soon.

The National Cigar Store, located in the First National Bank Building, had a fine display of pipes last week. The window facing Dearborn Street was attractively decorated, and an apparent effort was made to catch the younger or "college boy" class of trade.

The "Roig" cigar, handled by Ryan & Raphael Cigar Company, is proving one of the best five-cent sellers on the market. The cigar is fast growing in favor in the residence districts of the city, where it has not been particularly strong. Under the scientific sales system employed by Ryan & Raphael, many stores which in the past have been strangers to the brand, now have it on their show cases.

Owen O'Malley runs one of the best cigar stores on the south side near the corner of Fifty-first Street and Prairie Avenue. He carries a fine line of imported and domestic cigars, and caters to a high class of trade. He many times features "Francisco Goya" cigar, which is one of his leaders with a well established following.

The Clayton Cigar Company has opened a new store at the corner of Madison and Canal Streets. The store is in the heart of a district which is rather cosmopolitan in nature, but the proximity of the Northwestern Station assures a certain amount of high class business. The line which has been put in by the company will please any and all customers, however, for about every variety of cigar is represented. In the clear Havana imported line "Dulce" is the leader. The cigar is manufactured by Salvador Sanchez & Company.

An involuntary petition in bankruptcy was filed last week against A. Fischer & Brothers, a cigar store in business at 3871 Cottage Grove Avenue. The liabilities are given in the schedule as $2,544, with assets of $500.

In the leaf tobacco field a marked improvement could be noticed from conversation with the heads of some of the leading houses of the city.

William Taussig, of Taussig Brothers, the well known leaf house, is convinced that the country is upon the eve of a new era of prosperity.

"Our trade at this season is considerably ahead of what it was at this time last year," said Mr. Taussig, "and we have every reason to feel satisfied, I am sure. Our country trade good."

"Jose Vila," from the factory of Berriman Brothers, is one of the made-in-bond cigars which is growing every day in the esteem of the public here. Window and case displays are being made in many stores throughout the city, and the cigar has a rapidly growing regular following.

The Foncesca Cigar Company has leased the store space at 66 West Randolph Street in the Union Hotel and Restaurant Building for ten years from May 1st, at a term rental of $30,000. The company will of course open a retail cigar store. The location is one of the finest that could be imagined. Next to the City Hall, which is directly across the street, and in the heart of the Chicago "Rialto," as the theatrical section is called, the store should do a banner business from the start.

Alexander Ward, wholesale and retail cigar merchant, has moved his business from 190 North Clark Street to a new location directly across the way, at 189 North Clark Street. Mr. Ward has been exceedingly fortunate in getting a location which is better fitted to his expanding business and at the same time does not take him out of the neighborhood where he has been for such a long period.

C. G. Pennell, manager of the cigar department of Rothschild & Company, announces a vast expansion in the business of the department since it was moved to a favored location on the first floor of the establishment at State and Vanburen Streets.

"Chancellor" cigar continues to enjoy great popularity throughout the city, which is due in no small measure to the intelligent advertising which is being done on the brand.

"Lozano" cigar has been added to the line of the Charles L. Miller Company, in the Medinah Building.

G. W. W.

"Stelad" Signs Have Philadelphia Office

Users of metal signs in the cigar and tobacco industry will be interested to learn that the Passaic Metal Ware Company, of Passaic, N. J., manufacturers of the famous "Stelad" signs, have recently opened an office in the Heed Building, in this city, and that E. C. Marvin, a widely known metal sign salesman, is in charge of the Philadelphia branch.

While the above firm is numbered among the younger members of the metal sign industry, it has succeeded during its brief business career in securing the accounts of many of the most particular and exacting national advertisers.

The manufacturers of "Stelad" signs have established a reputation for service, originality and quality, and cigar and tobacco manufacturers who appreciate these things will do well to get in touch with the factory, or with Mr. Marvin.

TOBACCO AND PROHIBITION

BY C. H. HERMANN
President, Chapin and Gore

I FIND two serious faults with the logic of a contemporary of yours, "The Tobacco Leaf," in its editorial, "The Cigar Trade and the Saloon," in the issue of March 18th, in which editorial cigar manufacturers who distribute through saloons are warned to "get out from under" and find a new method of reaching the public for the reason that the liquor business of the United States is doomed.

The two ideas expressed which seem to me faulty are these:

1. That prohibition is no sporadic outbreak but a new, ever-growing and inexorable force that is marching onward to an early and irrevocable national prohibition.

2. That the cigar trade will not be envolved in the downfall of the saloon (assuming such downfall), but that the cigar business will go on, after a brief disturbance, in the same volume as now and without injury or interference.

In answer to the first of these I would point out that prohibition is not a comparatively recent idea, gaining strength in the last ten years and sure to lead to nation-wide and irrevocable prohibition. On the contrary, history shows prohibition to be an ideal of many years' standing, which has come and gone, waxed and waned, gained and lost public interest and favor with the same inexorable law of action and reaction that governs good times and bad times in business, overproduction, prosperity and retrenchment, and all the other ups and downs, fads, fashions and fancies that govern mankind.

I would call the attention of the editor of "The Tobacco Leaf" to the fact that in the decade between 1850 and 1860 we had a greater relative proportion of prohibition states than we have now. In those ten years fourteen states adopted prohibition. In the ten years following 1880, again, six states in addition entered the dry ranks—showing that the prohibition idea is no new thing. Of these early prohibition states sixteen afterwards repealed their dry laws. This shows, again, that prohibition is not a steady, unswerving force. A time comes when the prohibition leaders strike the public fancy in the right mood. They preach the gospel of prohibition and for the time, their oratory wins to their support, and makes for them a handsome business, a large part of the population. But presently something newer comes along; the prohibition shouter is left on his soap box or in his pulpit, talking to only the lame and the blind. The public has moved on; it has forgotten the fad of the moment—prohibition. Things return to their normal state and the prohibition laws are repealed.

To further illustrate this point I would mention that to balance the fourteen states now in the prohibition ranks we have sixteen states that have tried prohibition and abandoned it as a state-wide policy. The states in this list are Vermont, New Hampshire, Massachusetts, Rhode Island, Connecticut, New York, Maryland, Delaware, Ohio, Michigan, Indiana, Nebraska, Illinois, Iowa, South Dakota and Alabama. The states that have been into and out of prohibition have a total combined population of 38,632,302. If the population of Texas and California, which have rejected prohibition, are added, we have a total of 45,058,304. The fourteen states that now have prohibition laws can muster but 19,505,706. To sum up, twice as many Americans have tried prohibition and forgotten it, as are now living under the system.

These figures and facts I give to show that "The Tobacco Leaf" is wrong in assuming that the present dry enthusiasm is a new development which will grow and spread until the whole country, now and forever, is under the dry yoke. On the contrary, prohibition is as old as the hills, but, unlike the hills, it comes and goes with the whip of the moment. This being the case, the tobacco manufacturers who are now depending upon the saloons for a distribution of their product have no call to turn traitor to the saloons in their moment of difficulty. If the tobacco man stands by the saloons these will come out of the present dry outbreak so much the sooner. But whether the tobacco men stand by the saloons or not, the saloons in a comparatively short time will emerge triumphant. History proves this for history repeats itself.

As to the second contention. The editor of "The Tobacco Leaf" seems to think that when the saloons, as he puts it, go down to their eternal sleep, the cigar makers and sellers will be left serene and unhampered in possession of the field. I beg leave to differ from this point of view. Assuming that the saloons are to be closed forever and the liquor interest destroyed by national prohibition, does any one think that the tobacco interests will not also be attacked? Quite the contrary. The saloon will not sooner be out of the way than the tobacco factories and cigar stores will be attacked. The drys are led by hired agitators. When these agitators have defeated the liquor interests, accepting the conclusion of "The Tobacco Leaf," will these agitators, like Alexander, lie down and die for lack of more worlds to conquer? No, indeed. Their pay depends on finding more worlds and they will do so. There are arguments of the best in support of the liquor interests, but it would be hard indeed to find any argument in favor of the tobacco interests. To illustrate: When any one is taken ill the first cry is, "Has any one any whiskey?" Under the same conditions can any one imagine the first aid workers demanding, "Has any one a package of cigarettes?" Alcohol and alcoholic beverages have food and heat producing values; they are produced by nature in the body and in plant life. They are necessary to life. But there is not an animal in the world that will eat tobacco. It is a poison, as the reformers will point out, telling of the deadly effects of a single drop of nicotine.

And if the reformers, the drys out of an occupation and therefore attacking the tobacco industry, do not succeed in ruining it once the saloon is out of the way, the internal revenue will do so. The liquor interests now pay an annual tax of $250,000,000. When this is gone, will not the tobacco industry have to pay the greater part of it? I believe that no man conversant with the trend of public opinion can doubt it. Men of moderate incomes will be forced to smoke stogies; high quality cigars will be reserved for the wealthy class.

William Wemmer Back From California

William Wemmer, vice-president of the Deisel-Wemmer Cigar Company, has recently returned to Lima, Ohio, from California, where he has been visiting the San Diego and San Francisco expositions. Mr. Wemmer was accompanied by Mrs. Wemmer, his daughter Helen and his son William, Jr.

I. Wallach's Sons File Petition

I. Wallach's Sons, cigar manufacturers, at 1542 Broadway and 122 East Fourteenth Street, have filed schedules showing liabilities of $9012 and assets of $3770.

Detroit

Sales Manager Smith is Boosting "La Saramita"—"La Unidad" New Ten-Cent T. J. Dunn Brand—New Detroit Athletic Club Now in Full Swing

Detroit, Mich., April 26th.

THE weather has been hitting around the 87 mark for the past week and certainly has stimulated business. More people than ever have been on the streets, and retailers say that business has improved considerably.

A deal has been closed whereby Charles W. Bird secures the lease for the cigar and news privilege at 14 Michigan Avenue, taking effect May 1st. This stand was formerly operated by Lester Wanamaker. However, Mr. Wanamaker has just as good a location, having leased for a term of years the stand at 18 Michigan Avenue. Mr. Bird was for nine years in the retail cigar business, previous to becoming associated five years ago with the Harry W. Watson Company, during which time he acted as manager of the company's branch stores.

The Harry W. Watson Company is paying $9000 for the cigar and newsstand privilege at the Hotel Cadillac. The Cadillac management has announced its return to the American plan, and this, it is believed, will help to increase business throughout all departments of the hotel. Ty Cantwell is now manager of the Cadillac stand. Previous to coming to Detroit he was in business for himself in Saginaw, Mich. Other appointments recently made by the Watson Company in Detroit are: Ed Crabill as manager of the Griswold Hotel stand, and H. B. Hetherington as manager of the Berghoff Hotel stand. Mr. Crabill formerly worked at the Hotel Downey cigar stand, at Lansing, Mich., while Mr. Hetherington has been working as clerk at the Berghoff stand for a number of years.

When Mr. Wanamaker goes into his new store at 18 Michigan Avenue, Detroit, he expects to have one of the finest cigar emporiums in Detroit. An entire new set of fixtures have been ordered. With Mr. Wanamaker will be associated George W. Richards, who is his "right-hand man" and manager of the business under him.

Sales Manager Smith, of the Shields-Wertheim Company, of Cleveland, is spending a few weeks in Detroit in connection with an extensive advertising campaign to boost "La Saramita" and "Valle-Grande" cigars. These brands are being jobbed locally by T. H. Perry & Company, a new firm that has entered the field meeting with great success. Its general offices are located in the Scherer Building; it also operates a retail store in the Broadway-Strand Theatre Building.

"La Unidad," the ten-cent cigar made by T. J. Dunn & Company, also makers of the "New Bachelor," is now being sold in more than one hundred of the leading cigar stores of Detroit. This brand is jobbed in Detroit by Claude E. Howell, of Grand River Avenue.

Al Korn and S. H. Furgatch, of S. H. Furgatch & Company, New York, were recent visitors in Detroit.

Among the leading leaf tobacco salesmen visiting here recently were Abe Hirsch, of Cullman Brothers; Howard Kinney, of H. Duys & Company; Harry Nathan, of E. Spingarn & Company; Steve Friend and Jesse Falk, of G. Falk & Brother.

Sandy Stuart, of the Superia Cigar Manufacturing Company, of Detroit; Card Garrison, of the Banner Cigar Company, and Albert Worch, of the Wayne Cigar Company, are now in the West on business. Most of the business of these concerns is done west of Chicago.

Trade Jottings

"Charles the Great," manufactured by Salvador Rodriguez, is featured by the Kirk Buffet, Syracuse, N. Y.

A. L. Cuesta, Jr., of the "Truly Spanish House" of Cuesta, Rey & Company, Tampa, Fla., stopped off at Memphis recently for a short period.

The Zapp-Short Company, Louisville, Ky., are distributors for the "La Saramita," manufactured by the Shields-Wertheim Company, Cleveland, Ohio.

L. Goldsmith & Brother, Pittsburgh, Pa., distributors of the "Admiration" cigar, E. Regensburg & Son, were recipients of a visit recently from Mr. Kohn in the interests of the brand.

J. J. Bastian is now in charge of the advertising department of the William A. Stickney Cigar Company, St. Louis, Mo. Mr. Bastian is widely acquainted in cigar and advertising circles.

Albert Moss, of the S. R. Moss Cigar Company, Lancaster, Pa., was a recent visitor to Syracuse, N. Y., in the interests of his company's "Say-So," "Flor de Moss" and "Tavora" brands.

I. Nathanson, of the I. Nathanson Cigar Company, Minneapolis, Minn., reports splendid business on the "John Ruskin" cigar, manufactured by the I. Lewis Cigar Manufacturing Company, Newark, N. J.

E. J. Newhall paid a visit recently to the Hjalmar Boedtker Tobacco Company, of Syracuse, N. Y., in the interests of the "Muriel" cigar, P. Lorillard Tobacco Company. The Hjalmar Boedtker Tobacco Company are local distributors on the brand.

When the Chamber of Commerce of Pittsburgh starts out on its trip through Pennsylvania, to last from May 18th to May 21st, inclusive, this for the purpose of trade extension, Reymer & Brothers will be represented by James B. McClements, Harry Dangerfield and others.

The Neudecker Tobacco Company, Baltimore, Md., report that they are well satisfied with the business which they have done so far during the year 1915. They recently started boosting the "Wellington" pipe, manufactured by the William Demuth Company, and report excellent results.

E. M. Harris & Company is preparing to give up its store at 119 Woodward Avenue on May 1st, at which time its lease expires. The firm will still have its West Fort Street store and its new store in the David Whitney Building. Store No. 3 will be located at Woodward and Gratiot Avenues, as soon as the building to be erected there is completed, which will be about August 1st.

The new Detroit Athletic Club, costing over a million dollars, Madison and John R Streets, is now in full swing, and is being heavily patronized. The cigar stand has been getting a "big play" so far.

Thornburg.

P. S.—Don't forget to call at the Hotel Pontchartrain cigar stand when you are visiting Detroit. It is headquarters for "The Tobacco World."

A "John Ruskin" Jobber

Mr. I. Nathanson, leading jobber of Minneapolis, and president of the I. Nathanson Cigar Company, is a great booster of the well-known "John Ruskin" cigar. He reports business conditions very favorable and also says that this country will see a wonderful era of prosperity shortly.

His business with the I. Lewis Cigar Mfg. Co., of Newark, N. J., is very big, especially on the "John Ruskin," which is a great feature with his company.

Great Things Predicted for New Paper Cigar Box

What no doubt will eventually prove to be the transformation of the cigar box industry in this country, has been brought about through the granting of a patent, No. 863,427, to John Wise, at 620 First Street, of this city, says the Menasha (Wis.) "Daily Record."

Mr. Wise is the inventor of a cigar box which is made of paper manufactured in Menasha. The lining of the box being a Spanish cedar veneer, this feature is what protects and preserves the flavor of cigars, since tobacco in almost any form is very sensitive.

The box is unique in construction, as it is made in one piece, is collapsible and does not contain a nail.

That it will be an appreciated article by the cigar manufacturer, goes without question, as the box can be manufactured at a saving of from 30 to 40 per cent. over the cheapest grade of wood box now used.

Since the kind of wood used in the manufacture of cigar boxes is getting to be a rather scarce commodity, another added advantage is brought forth inasmuch as paper supplants it in the construction of this box.

It is estimated that there are from two to three million cigar boxes used every day in the United States alone. As the life of a cigar box, under the United States Internal Revenue regulations, cannot last longer than one filling, after which it must be destroyed, it makes a cigar box an article of great expense.

St. Paul Retail Tobacco Dealers Organize

An organization of the retail tobacco dealers at St. Paul, Minn., has recently been completed in that city and the following officers elected: R. R. Roberts, president; J. E. Hallowell, vice-president; W. A. Jamieson, secretary; C. S. Kuhles, treasurer.

The organization is the first of its kind in St. Paul. Retail dealers, jobbers, supply house employees and traveling salesmen, are eligible. The association has been formed for the purpose of settling various questions which vex the trade from time to time, as well as for social purposes.

Harry M. Kramer, Nightingale Cigar Company, was a recent visitor to Lancaster, Pa., in the interests of "Nightingale Miniatures."

Cincinnati

"Wellington" Pipes Get Boost Through Levy—"Judgment" a New Cigar Made in the City—"Flor de Jeitles" and "Statesmen" Brands Popular

Cincinnati, Ohio, April 27th.

LEOPOLD LEVY, representing William Demuth & Company, of New York, the manufacturers of the well-known "Wellington" pipe, has been doing some splendid work here recently, and he says that "Wellington" pipes are in a class by themselves. Sales seem to indicate that they have "class," all right.

We have had some fine window displays in the city recently on "Rameses" cigarettes, due to the excellent work of H. M. Wolfe, Chicago representative for Stephano Brothers, the manufacturers of the brand.

W. W. Higgins, representing Park & Tilford, of New York, was a recent visitor. This company owns the famous "Mi Favorita" cigar.

"El Genio" cigar received a boost the other day when P. Verplanck made his appearance among the trade.

The J. B. Moos Company has been doing some good work on the "Dry Slitz" stogies, and has been ably assisted by L. L. Lysette, who represents the manufacturers, the Standard Cigar Company, of Pittsburgh.

"Judgment" is the name of a new brand of cigars that are to retail at two for five and five for ten cents. A former Pittsburgh manufacturer has opened here under the name of the Judgment Cigar Company, and will employ fifty hands in producing this brand.

Isadore Mayer, representing Jeitles & Blumenthal, of Philadelphia, was in town recently in the interests of "Flor de Jeitles" and "Statesmen" brands made by that firm. These cigars seem to be quite popular, as I see them well placed in the different stores.

Special work is being done in this city on the "Owl," "Little Bobby" and "Robert Burns" brands of the United Cigar Manufacturers' Company. J. H. Bissenger is in town assisting in the work.

"Rocky Ford" cigars, made by the Union-American Cigar Company, of Pittsburgh, were represented here recently by William Mendel. "Rocky Ford" cigars continue in popularity, and Mr. Mendel gathered in some satisfactory orders from all accounts.

Orders from the jobbers continue small, but the retail trade shows some improvement and everything seems to point to a continued growth from now on. Let us hope so.

Itan.

Selak & Hoffman Get Utah Jobber

George A. Cokinos & Company are a new Salt Lake City, Utah, concern which recently opened for business in an attractive and up-to-date location at 31 East Broadway. This company will act as distributors in that territory for Selak & Hoffman, Incorporated, of Wilmington, Del., featuring the "Common Sense Blunts," "Havana Spear" and "S. & H." cigars, packed in tins. The "Thomas Jefferson" and "La Lucbana" will also be carried.

I. M. Strasser Opens New Headquarters in Albany

I. M. Strasser, the well-known Albany leaf tobacconist, whose plant was destroyed in February by fire, announces to the trade that he has opened new headquarters at 16 and 18 Beaver Street, Albany, N. Y. This commodious warehouse is situated in the heart of the business section and is equipped with all modern facilities to serve the trade.

The trade is invited to inspect the new quarters of this old and reliable leaf house.

San Francisco

Liggett & Myers Exhibit One of the Best—"Say-So" Brand San Francisco's Biggest Hit—Campaign Planned On "Van Dyck" and "General Arthur"

San Francisco, April 20th.

ALTHOUGH the weather has been a little less favorable during the last two weeks, the cigar trade seems to be in decidedly better humor than it was a few weeks ago. The retail stores are doing more business as the season advances, and jobbers report that the trade is buying slightly larger quantities than for a long time past, though the size of the orders is still far below the normal of a couple of years ago.

Charles H. Heyneman, formerly with the M. Blaskower Company, but now with the local office of Liggett & Myers, is getting busy with that company's big exhibit at the Exposition. The company has one of the largest spaces allotted in the Food Products Building; and, though a little late in getting under way, is preparing to have one of the best showings in the tobacco line at the Fair. The stock and decorations for the big space have only just arrived, but Mr. Heyneman is making good progress in getting them unpacked.

Philip Kolb, of the Theobald & Oppenheimer Company, arrived in San Francisco a few days ago for a short visit with E. C. Hull, the Western representative of that house. Mr. Hull himself has only been back a short time from his long swing around the circle.

An interesting display of artistic smoking pipes has been put in at the Chalet Suchard, Neuchatel, Switzerland, display in the Varied Industries Building at the Exposition.

Milton ("Watt") Glass, traveling representative of H. L. Judell & Company, has been visiting Marysville, Sacramento and other points in the Sacramento Valley in the interests of the various Judell lines of cigars. The trade in that section is made well aware of the merits of the "Watt," "Chancellor," "Webster" and other lines of the Judell combination.

Having got his "Royal Banner" campaign well under way in this city, Edward Wolf, head of the Edward Wolf Company, is away on one of the longest trips through the Western territory that he has made in a long time. Before returning to San Francisco, Mr. Wolf will go East for a visit with some of the manufacturers. Mr. Wolf is inclined to think that the favorable turn here is preliminary to a general revival throughout the West.

Arthur Meyer, Western representative for Bustillo Brothers & Diaz, is now working the Central California territory in connection with Michalitschke Brothers & Company, the local distributors of the "Alexander Humboldt." About the end of the month, Mr. Meyers will leave for Salt Lake City and other Rocky Mountain points, after which he will cover Oregon and Washington. During the latter part of the trip he will be accompanied by J. M. Diaz, of Bustillo Brothers & Diaz, who will meet him probably at Salt Lake.

The "Say-So" line of cigars, five in a carton, to retail at twenty-five cents, is making a great hit in San Francisco. Mr. Judell, of H. L. Judell & Company, distributors, says that he has had to get in some hurry-up orders in order to keep up with the demand.

Peter Scaramalli, a Grant Avenue cigar dealer, who had been ill for some time, shot himself a few days ago with suicidal intent. The shot did not prove immediately fatal, but small hope is held out of his recovery.

D. H. Shaw and D. E. Leahy have formed a copartnership to be known as the Shaw Cigar Company, to engage in the retail business.

E. A. Cohen, advertising manager of M. A. Gunst & Company, who has spent the last two months with that company's Northern branches, is again in San Francisco. He is planning for some very extensive advertising in the interest of the "Van Dyck" and "General Arthur" cigars. Mr. Cohen finds that there is a general and steady though gradual picking up of business throughout the Coast territory.

C. W. McLennan, a retail cigar man of Chico, Cal., has been visiting the San Francisco trade this week. He also took advantage of the opportunity to spend some time at the Exposition.

F. S. Mier has bought out the cigar business of H. Fox at 223 Sansome Street.

M. F. Schmitt, president of the Manufacturers' Tobacco Company, of Los Angeles, has been spending a good deal of time lately at Fresno, Cal., where he has plans under way for a cigarette factory to make use of the Turkish tobacco grown in Fresno and adjoining counties. Early in April Mr. Schmitt's company bought 125,000 pounds of the 1914 crop at a price said to reach $60,000. There are still about 75,000 pounds of the 1914 crop still unsold in that section.

Schwabacher Brothers Company, of Seattle, Wash., are now entertaining Graham Davis, Frank Harwood and Horace Gladstone, all of the Bondy & Lederer force. The trio have been on a tour of the Coast territory, having spent some time with the J. R. Smith Cigar Company, at Portland, and with H. L. Judell & Company, in San Francisco.

The Cohn Cigar Company has been formed at Los Angeles, Cal., the copartners in the firm being Myer Cohn and Rose Cohn.

Phil Thackney has discontinued his cigar business at Petaluma, Cal.

The Montana-Cuba Cigar Company has been incorporated at Butte, Mont.

Allen.

SIGNS THAT TALK

Paper Enameloid Signs

For indoor advertising this product of our factories leads the field. The improvement in business is indicated by the rapid increase in orders from cigar and tobacco manufacturers for our High Class PAPER ENAMELOID SIGNS.

These signs *compel* attention. For reviving business in old territory or for introducing your products in new districts our signs excel in the matter of RESULTS.

Samples Sent to any Rated Concern

WE CATER TO QUANTITY USERS AND MANUFACTURERS

THE TOBACCO WORLD REGISTRATION BUREAU

The Tobacco World, established in 1881, has maintained a Bureau for the purpose of Registering and Publishing claims of the adoption of Trade-Marks and Brands for Cigars, Cigarettes, Smoking and Chewing Tobacco, and Snuff. All Trade-Marks to be registered and published should be addressed to The Tobacco World Corporation, 236 Chestnut Street, Philadelphia.

One Dollar for each title must accompany all applications. In case title or titles cannot be registered owing to prior registration, same will be returned immediately, less our usual charge for searching and return postage, or it will be credited if desired.

☞ Positively no responsibility assumed for errors, duplications or any controversies which might arise. We will not under any circumstances act in a legal capacity in cases concerning disputed titles. We maintain a bureau of records only.

REGISTRATIONS.

CHAS. CHAPLIN:—30,857. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. April 12, 1915. Louis Goldstein, Chicago, Ill.

CAMPINE:—30,858. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. April 12, 1915. Henry Orians, Chicago, Ill.

MICHIGAN FIRST:—30,859. For cigars, little cigars, cheroots and stogies. April 13, 1915. Max Stark, Detroit, Mich.

STARK DETROIT:—30,860. For cigars, little cigars, cheroots and stogies. April 13, 1915. Max Stark, Detroit, Mich.

1916:—30,861. For cigars, little cigars, cheroots and stogies. April 13, 1915. Max Stark, Detroit, Mich.

POP CLASSY:—30,862. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. April 14, 1915. Duffy & Belostotsky, Philadelphia, Pa.

LITTLE GENIUS:—30,863. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. April 15, 1915. Beaver Cigar Company, Canton, Ill.

THE JERICHO TRAVELER:—30,864. For cigars, stogies and tobacco. April 15, 1915. M. Goldman, Cleveland, O.

SAVANNAH MAID:—30,865. For cigars. April 16, 1913. Rodregus-Harris Company, Savannah, Ga.

PASSWORD:—30,866. For cigars. April 16, 1915. Frank Zelesnik, Richmond, Va.

BROWN AND GRAY:—30,867. For cigars, cigarettes, cheroots and tobacco. April 17, 1915. August Stephen, Owosso, Mich.

WADISO:—30,868. For cigars, cigarettes, stogies and tobacco. April 21, 1915. H. J. Fleischhauer, Philadelphia, Pa.

DANSANTE:—30,869. For cigars, cigarettes, stogies and tobacco. April 21, 1915. H. J. Fleischhauer, Philadelphia, Pa.

TRUJOY:—30,870. For cigars, cigarettes, stogies and tobacco. April 21, 1915. H. J. Fleischhauer, Philadelphia, Pa.

TRULIFE:—30,871. For cigars, cigarettes, stogies and tobacco. April 21, 1915. H. J. Fleischhauer, Philadelphia, Pa.

TRUFACT:—30,872. For cigars, cigarettes, stogies and tobacco. April 21, 1915. H. J. Fleischhauer, Philadelphia, Pa.

HOYO G. L. C.:—30,873. For cigars. April 23, 1915. Joseph Lo Casto, New York, N. Y.

MADE IN ATLANTIC CITY:—30,874. For cigars. April 23, 1915. Atlantic City Cigar Company, Atlantic City, N. J.

REEL FISH:—30,875. For cigars, cigarettes and cheroots. April 23, 1915. Calvert Litho. Company, Detroit, Mich.

MANILLA TOASTS:—30,876. For cigars. April 23, 1915. Merchants Cigar Box Company, Dallastown, Pa.

CREAM DROPS:—30,877. For cigars. April 23, 1915. Merchants Cigar Box Company, Dallastown, Pa.

HAVANA TOASTS:—30,878. For cigars. April 23, 1915. Merchants Cigar Box Company, Dallastown, Pa.

DE HA:—30,879. For cigars, cigarettes and cheroots. April 23, 1915. Kildow & Lynn, Barnesville, O.

ALMA-LITA:—30,880. For cigars, cigarettes, cheroots and tobacco. April 23, 1915. Wadsworth-Campbell Box Company, Detroit, Mich.

WILLIAM R. NELSON:—30,881. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. April 24, 1915. Louis E. Neuman & Company, New York, N. Y.

NELSON W. ALDRICH:—30,882. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. April 26, 1915. Star Cigar Company, McSherrystown, Pa.

WASHINGTON TWISTS:—30,883. For cigars, cigarettes, cheroots and stogies. April 26, 1915. Herman Stein, Lancaster, Pa.

JUNIOR ORDER CLUB:—30,884. For cigars. April 26, 1915. Mahler & Stein, New York, N. Y.

C. M. A.:—30,885. For cigars. April 26, 1915. M. H. Higgins, Scranton, Pa.

THREE ESTHERS:—30,886. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. April 27, 1915. T. E. Brooks & Company, Red Lion, Pa.

BLUE RIDGE LEAGUE CIGAR:—30,887. For cigars, cheroots and stogies. April 27, 1915. H. C. Esaley, Hanover, Pa.

LA ROSTRADA DE JUSTO SANTANA Y CA:—30,888. For cigars. pril 27, 1915. Victor Greco, Brooklyn, N. Y.

GRA-MACHNEE:—30,889. For cigars, cigarettes, cheroots and cigars. April 27, 1915. Victor Greco, Brooklyn, N. Y.

CANCELLATION.

POP CLASSY:—30,862. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered April 14, 1915, by Duffy & Belostotsky, Philadelphia, Pa. Cancelled April 16, 1915.

Cigar Manufacturers Using Paper Enameloid Signs

Recent reports from the Eclipse Sign and Advertising Company, of Reading, indicate a growing demand for the high-grade Paper Enameloid Signs which this firm manufactures.

A number of firms have placed orders for these goods which they will use in expanding their business and in advertising their products in new territory. Paper Enameloid Signs have proven big result-getters, both indoors and outdoors.

The surpassing quality of this firm's products and the extremely low prices at which this firm is able to manufacture, keeps the factory working to capacity. Manufacturers will do well to investigate the class of work turned out by the Eclipse Company.

Glens Falls Cigar Store Changes Owners

T. J. Kennedy, of Glens Falls, N. Y., who two years ago opened a cigar store for a retail and manufacturing business, has recently acquired the store of William Ford, at 5 Warren Street, and will remove to that location shortly. Mr. Kennedy will carry a complete line of smokers' articles in his new store.

L. Newburger & Brother Cease Manufacture

The large seven-story factory of L. Neuberger & Brother, Cincinnati, Ohio, manufacturers of "Picadura Import" and other brands, is for rent and the stock and machinery has been disposed of, indicating that this well-known firm is retiring from business.

Some time ago some of the salesmen of the firm were dismissed and it was rumored that the firm would withdraw from the manufacture of cigars. Members of the firm refused to affirm or deny the statement. It is now stated on good authority that the salesforce was proficient and that orders were plentiful, but that lack of harmony among members of the firm led to the closing up of the business.

The factory is located at 323-325 East Eighth Street.

"El Kusto" Now Being Marketed in Duluth

A new brand has been added to the rapidly growing varieties of cigars offered to the smokers of Duluth, and the Best-Parker Company, distributors for the "El Kusto" cigar, are taking good care that this new line is well placed.

Nate Ellis, of St. Paul, representing the manufacturers, Kuhles & Stock, has recently been in Duluth assisting in the distribution of the new brand. The cigar is being sold in three sizes and premiums are being given for returned bands.

BUSINESS OPPORTUNITIES

For Sale, Wanted and Special Notices

RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

Special Notices.

MONROE ADLER,
CIGAR BROKER,
186 N. La Salle St., Chicago, Ill. 6-17-he

LANCASTER STOGIE COMPANY,
MANUFACTURERS OF HIGH GRADE STOGIES,
120 Water St., Lancaster, Pa.

HIGHEST GRADE OF WHEELING STOGIES—That will please the most exacting smoker, are made by C. A. Kase, Seventh and Main Streets, Wheeling, W. Va.; Factory 33; Established 1895.

AN ESTABLISHED MANUFACTURER desires a few more accounts on his or private brands. Box 51, care of "The Tobacco World."

Wanted.

CASH PAID FOR CUTTINGS, SCRAPS & siftings.
Write to H. Adler & M. Meyerson, 332 E. 48th, New York

IMPORTANT NOTICE TO CIGARETTE MANUFACTURERS—We manufacture cigarettes for the trade; we also supply tobacco boxes and labels 25 per cent. cheaper than elsewhere. Brands registered. Write for particulars. Live distributors wanted. The Soter Company, 235 Canal Street, New York City.

WE WILL BUY for cash or will sell on consignment for cash or on commission, job lots of cigars. Goods must be in good condition at attractive prices. Bank and trade references furnished on demand. D. H. Salinger & Co., 56 E. Randolph Street, Chicago, Ill. 4154

Situations Wanted.

EXPERIENCED FOREMAN wants position. Has been with large clear Havana and Seed and Havana manufacturers for many years. Best references. Box 65, "Tobacco World."

Wanted.

DEALERS AND JOBBERS WANTED to handle the wonderful "NOBLY" cigarettes. Apply to A. Silberberg, manufacturer, 42 First Avenue, New York City.

SEED LEAF and Spanish binders for sale. Ezra Shank, R. F. D. No. 6, Dayton, O.

EXPERIENCED DECORATOR will arrange for displays in cigar store windows in Philadelphia. Box 888, "Tobacco World."

SALESMAN OR BROKER on a liberal commission basis, to represent a Philadelphia factory, making high-grade Seed and Havana cigars. Box 67, "Tobacco World."

For Sale.

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 253 E. 78th St., New York. 9-1-tf

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

FOR SALE—Two Universal stripping and booking machines at a bargain. Address, B. Payn's Sons' Tobacco Company, Albany, N. Y.

Sheboygan Stand Has New Proprietor

Fred Vollbrecht, manager of the F. J. Kehl Cigar Store, Eighth and Wisconsin Avenues, Sheboygan, Mich., and the A. E. Burlingame Company, which operates a chain of cigar stores in various Wisconsin cities, have acquired the Kehl store.

Mr. Vollbrecht will continue the management and it is understood that the new partners will continue to operate the store along the old lines. Mr. Vollbrecht announces that a number of new cigar and tobacco brands will be added and that good candy lines will have his attention. Mr. Vollbrecht has been identified with the Kehl store for seven years and has been manager for the past three.

Towne-Fuller Company May Move to Springfield

It is reported on good authority that the Towne-Fuller Cigar Company, of Westfield, Mass., located for more than a quarter of a century in that city, will shortly remove to Springfield, Mass. The company was organized in Springfield, and Robert K. Fuller, treasurer of the company and owner of the business, is a Springfield man.

It is stated that a factory has been selected in that city and that the company will probably remove to Springfield about June 1st. The Towne-Fuller Company employs about 100 hands and the loss of this pay roll will be keenly felt by Westfield business men.

"United" Secures Location in New Brunswick

The drug and cigar business for many years conducted by William H. Rust, at the corner of Paterson and George Streets, New Brunswick, N. J., and more recently by Miller Brothers, has been acquired by the United Cigar Stores Company, who will make changes and establish the "United" system.

Rumors have persisted that the Viehmann Building, in which the store is located, has been purchased by the real estate corporation of the "United," but this has not been verified.

"LA MEGA" MADE IN BOND
HAVANA CIGARS OF THE HIGHEST QUALITY AND BEST WORKMANSHIP
V. Guerra, Diaz & Co., Tampa, Fla.

NEWMANN & GACH - Fancy Connecticut Wrappers and Havana our Specialty - Chicago

Tampa

Castillo Has Good Trip for Liborio Products—Cuesta, Rey & Company Buy Fine Tobacco Stocks—Morgan Cigar Company Busy on "Juan de Fuca" Brand

Tampa, April 26th.

ONE thought that is early impressed upon the student of advertising literature, is that if one is desirous of deriving appreciable benefit from the sales of one's commodities, one must always, and there is a decided emphasis on the "always," see to it that the products to be disposed of are ever present in the thoughts of the consumers. Intermittent flashes may be of some benefit, but it is the dealer who does not trust the fickle memories of the public, and who continuously flaunts his wares before the eyes and thoughts of that unknown quantity, quality of course being understood, that actually benefits. Capricious in the extreme, the dear public would lead the dealer a merry chase, but having realized the nature of his prey, the progressive dealer is not being caught unawares. Along this strain the retailers of Tampa are working. In the drug stores especially, where the cigar department forms a practical asset, particular attention is being paid to the education of the consumer relative to the brands offered for sale. This particularly is true of the Cotter Drug Company, who have been devoting a window each week to the exploitation of the merits of various cigars manufactured locally. The idea has proved successful and is proving of two-fold benefit, namely, placing shekels in the pockets of the drug store proprietors and rendering publicity to the manufacturers of the goods offered for sale, which cannot but have its own compensation.

Summing up the result of his recent trip which covered a period of almost three months, Charles Castillo, of the Liborio Cigar Company, states that not only was his business satisfactory, but that he was successful in opening up various new accounts.

Morgan Cigar Company, manufacturers of the "Juan de Fuca," report excellent business on this brand.

Much interest has been manifested in the recent appointment of Henry H. Abrams as the local representative of the firm of Heywood, Strasser & Voigt, the well-known New York lithographers. Mr. Abrams is an able exponent concerning the merits of local products, and will no doubt prove a valuable acquisition in his new capacity. His office is located in the American National Bank Building.

When approached recently relative to the reported big tobacco deal consummated on his late trip to Havana, A. L. Cuesta, Sr., stated that as he did not wish to be caught napping at the flood-tide, which, according to the optimists, is almost due, he succeeded in purchasing quite a large amount of tobacco which will continue to uphold the reputation of the "Truly Spanish House." Senor Cuesta, who is now en route on an extensive trip which is to be terminated at the San Francisco Exposition, stated also, that he intended in a leisurely way to visit the various distributing points of the company. Accompanying him on the trip are Mrs. Cuesta and Miss Colata Cuesta, his daughter.

The Tampa-Cuba Cigar Company is now located in its new home at Howard and Nassau Streets, West Tampa.

Jose Escalante is again in the city, following his tobacco purchasing expedition to Cuba. Perfecto.

Dividend for Union-American Cigar Company

The Union-American Cigar Company has declared the regular quarterly dividend on preferred stock of one and three-quarters per cent. (1¾%).

JOHN F. HEILAND & CO.
Lancaster County Fancy B's
LANCASTER, PENNA.

J. K. LEAMAN
Packer of and Dealer in Leaf Tobacco
Office and Salesroom
110-112 W. Walnut St., LANCASTER, PA.
Warehouse: Bird-In-Hand, Lancaster Co., Pa.

John F. Nissly & Co.
Packers and Dealers in
LEAF TOBACCO
And Importers of HAVANA
No. 143 Market Street, Lancaster, Pa.

Established 1890 Correspondence Solicited
KEYSTONE VARIETY WORKS
HANOVER, PENNA.
Cigar Ribbons, Silk Imitation and Muslinola Ribbon Printed or Stamped in Gold or Silver
Labels. Stock Cards. Give Us a Trial. We Want Your Opinion

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of LEAF TOBACCO
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

For Genuine Sawed CIGAR BOXES, Go to Established 1900
Keystone Cigar Box Co., Sellersville, Pa.
Our Capacity for Manufacturing Cigar Boxes is Always Room for One More Good Customer
MONROE D. SELLERS, SELLERSVILLE, PA.

The Standards of America:
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

F. ROCHA & CO. Cable: "DONALLES"

Havana Leaf Tobacco

Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba

SAN MIGUEL 100 HABANA, CUBA

M. A. SUAREZ & CO.
(S. en C.)

Growers, Packers and Dealers in **Leaf Tobacco**

Figuras 39-41, Cable "CUETARA" Havana, Cuba

LOEB-NUÑEZ TOBACCO CO.

IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO

306 NO. THIRD STREET, PHILADELPHIA

K. STRAUS & CO.

Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

HIPPLE BROS. & CO.

Importers of Havana and Sumatra and
Packers of Seed Leaf Tobacco
Finest Retail Department in Pennsylvania

151 North 3d St., Philadelphia

For Quick Results
try The World's "Want Page"

A. Cohn & Company

Importers of Havana and Sumatra, Packers of Seed Leaf Tobacco and Growers of Georgia Sumatra

142 Water Street, . . . New York

Established 1870 Factory No. 79

S. R. KOCHER

Manufacturer of Fine Havana and Domestic Cigars and packer of Leaf Tobacco

Leading brands—"Volitta," "Quaker," Nabobs," "1-4-5," "Havana Cream," "Imperial Beauty," "Little Yara"

Correspondence with wholesale and jobbing trade invited
Factory and Offices: WRIGHTSVILLE, PA.

MANUEL MUNIZ HILARIO MUNIZ
VENANCIO DIAZ, Special Partner

MUNIZ HERMANOS
S en C
Growers and Dealers of
VUELTA ABAJO, PARTIDO
AND REMEDIOS TOBACCO
Reina 20, Havana

CABLE: "Angel" Havana P. O. Box 98

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

E. A. KRAUSSMAN Importer of
HAVANA TOBACCO
168 Water Street . . . . . New York

SCHELTEMA & QUANJER
Importers of Sumatra and Java Tobacco
180 WATER ST., NEW YORK, N. Y.

JULIUS MARQUSEE, 141 Water Street, New York
Packer and Dealer in All Grades of Seed Leaf Tobacco
TELEPHONE 3956 JOHN

L. G. Haeussermann Carl L. Haeussermann Edward C. Haeussermann
L. G. HAEUSSERMANN & SONS
Importers of Sumatra and Havana. Packers and Exporters of and Dealers in LEAF TOBACCO
Largest Retailers in Pennsylvania 148 N. Third Street, Philadelphia

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CARDENAS y CIA Cable Address, "Nasdecar"

Almacen de Tabaco en Rama

SPECIALTY—VUELTA ABAJO AND ARTEMISA

126 AMISTAD ST. HABANA, CUBA

HEINRICH NEUBERGER

Leaf Tobacco Merchant

HAVANA, CUBA—Consulado 115

NEW YORK, No. 130 Water Street BREMEN, GERMANY

CigarRibbons Largest assortment of Plain and Fancy Ribbons
Write for Sample Card and Price List to Department W

WM. WICKE RIBBON COMPANY

Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain

WOODHAVEN AVENUE, GLENDALE, NEW YORK

GEO. SCHLEGEL
22nd St. and Second Ave., NEW YORK

MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
AND TRIMMINGS.

CHICAGO, 105 WEST MONROE STREET,
LOUIS G. CAVA, Mgr.

SOBRINOS de A. GONZÁLEZ
Founded 1868

LEAF TOBACCO MERCHANTS

Packers of VUELTA ABAJO, SEMI VUELTA, PARTIDO, and all varieties of Tobacco grown
————in the Santa Clara Province————

Cable Address "ANTERO"

WAREHOUSES and OFFICES
INDUSTRIA, 152, 154, 156, 158, HAVANA, CUBA

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

ERNEST ELLINGER & CO. Packers and Importers
OF HAVANA TOBACCO
Havana Warehouse, Salud 15. New York Office, 133-137 Front St.

Joseph Mendelsohn Louis A. Borneman
MENDELSOHN, BORNEMAN & CO.
HAVANA TOBACCO IMPORTERS
HABANA, AMISTAD 95 196 WATER STREET, NEW YORK

Manuel Alvarez & Co.
Importers and Packers of Havana Leaf
And Packers of Puerto Rican Tobacco
Havana Office Puerto Rico Warehouses New York Office
SAN MIGUEL 136 CAYEY 176 WATER STREET

E. L. NISSLY & SONS
GROWERS AND PACKERS OF
CHOICE CIGAR LEAF TOBACCO
Packing Houses: Lancaster, Florin. Main Office: Florin, Pa.

Critical Buyers always find it a pleasure to look over our samples
Samples cheerfully submitted upon request.

MILTON H. RANCK
Packer and Dealer in
Domestic Leaf Tobacco
Office: Cor. Duke and Chestnut Streets
LANCASTER, PENNA.
Packing Houses: Strasburg and Lancaster

Michaelsen & Prasse
Commission Merchants
Leaf Tobacco & Cigars
18 Obrapia Street, Havana, Cuba
Address: Cable "UNICUM" P. O. Box 28

MAXIMILIAN STERN
Havana Tobacco
Clavel No. 1, Havana, Cuba 165 Front Street, New York

ESTABLISHED 1877 NEW FACTORY 1904
H. W. HEFFENER & SON
Steam Cigar Box Manufacturers
AND MAKERS OF
Patented Wire Bound Shipping Cases
HOWARD & BOUNDARY AVE. YORK, PA.

HEYWOOD, STRASSER & VOIGT LITHO. CO.

26TH STREET & 9TH AVENUE, NEW YORK

MANUFACTURERS OF

CIGAR BOX LABELS

BANDS AND TRIMMINGS

WESTERN OFFICE, 167 W. WASHINGTON ST. CHICAGO, ILL.

PHILADELPHIA OFFICE, 420 DREXEL BUILDING.

OUR HIGH-GRADE NON-EVAPORATING

CIGAR FLAVORS

Make tobacco mellow and smooth in character and impart a most palatable flavor

FLAVORS FOR SMOKING and CHEWING TOBACCO

Write for List of Flavors for Special Brands

BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS

FRIES & BRO., 92 Reade Street, New York

Established 1834

WM. F. COMLY & SON Auctioneers and Commission Merchants

27 South Second Street, Philadelphia

REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

Parmenter Wax-Lined Coupon Cigar Pockets

AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE

¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known

Racine Paper Goods Company

Sole Owners and Manufacturers

RACINE, WIS., - - - - U. S. A.

NEW ORLEANS — SAN FRANCISCO

CIGAR LABELS

American Lithographic Co.

NEW YORK.

CHICAGO. CINCINNATI

Havana Warehouse Monte 167 — Telephone John 1942

M. LOPEZ & CO.

Formerly of CALIXTO LOPEZ & CO.

Packers and Importers of VUELTA ABAJO TOBACCOS **90 Wall St., New York**

THE MOEHLE LITHOGRAPHIC CO.

CLARENDON ROAD & EAST 37TH ST. BROOKLYN, N.Y.

CIGAR LABELS & BANDS

BRANCH OFFICE

170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR LABELS OF HIGHEST QUALITY CIGAR BANDS SHOW CARDS FOLDING BOXES, ETC.

WM. STEINER, SONS & CO.

257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.

LITHOGRAPHIC SPECIALISTS

FOR THE CIGAR & TOBACCO INDUSTRY

SKETCHES FURNISHED UPON REQUEST

EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY

These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in The Tobacco World. No bogus advertising admitted.

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HEYWOOD, STRASSER & VOIGT LITHO. CO.

26TH STREET & 9TH AVENUE, NEW YORK

MANUFACTURERS OF

CIGAR BOX LABELS

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PHILADELPHIA OFFICE. 420 DREXEL BUILDING.

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INTENTIONAL SECOND EXPOSURE

The World's Standard Cigar

FLOR DE TABACOS DE PARTAGAS Y Cª HABANA

The Real Independent Factory in Havana

Cifuentes, Fernandez y Ca.

Calle De La Industria, 172-174

HABANA, CUBA

General Agent for United States and Canada

ROBERT E. LANE

115 BROADWAY, NEW YORK

ALL-WAYS

The extremely good quality and the plentiful quantity of BOLD cigars finds instant favor with the Consumer.

The Dealer quickly recognizes the value of BOLD for his stock.

The Jobber can please the Dealer and gain many new friends by exploiting BOLD

That's Why **BOLD** Is Always **ABOVE ALL**

Bobrow Bros., Philadelphia

FIFTY SIX CIGARETTES

MADE IN AMERICA OF THE "HIGHEST GRADE TURKISH TOBACCOS" - NO OTHER INGREDIENTS -

CADO CO. INC. NEW YORK, N. Y.

SOL HABANA

Behrens & Co.

Havana, Cuba

Consulado 91-93

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always a little better than Havana's Best

LA DEVESA DE MURIAS HABANA

LA FLOR DE R. A. BACHIA Y CA. TRADE MARK HABANA

BACHIAS

Havana Cigars

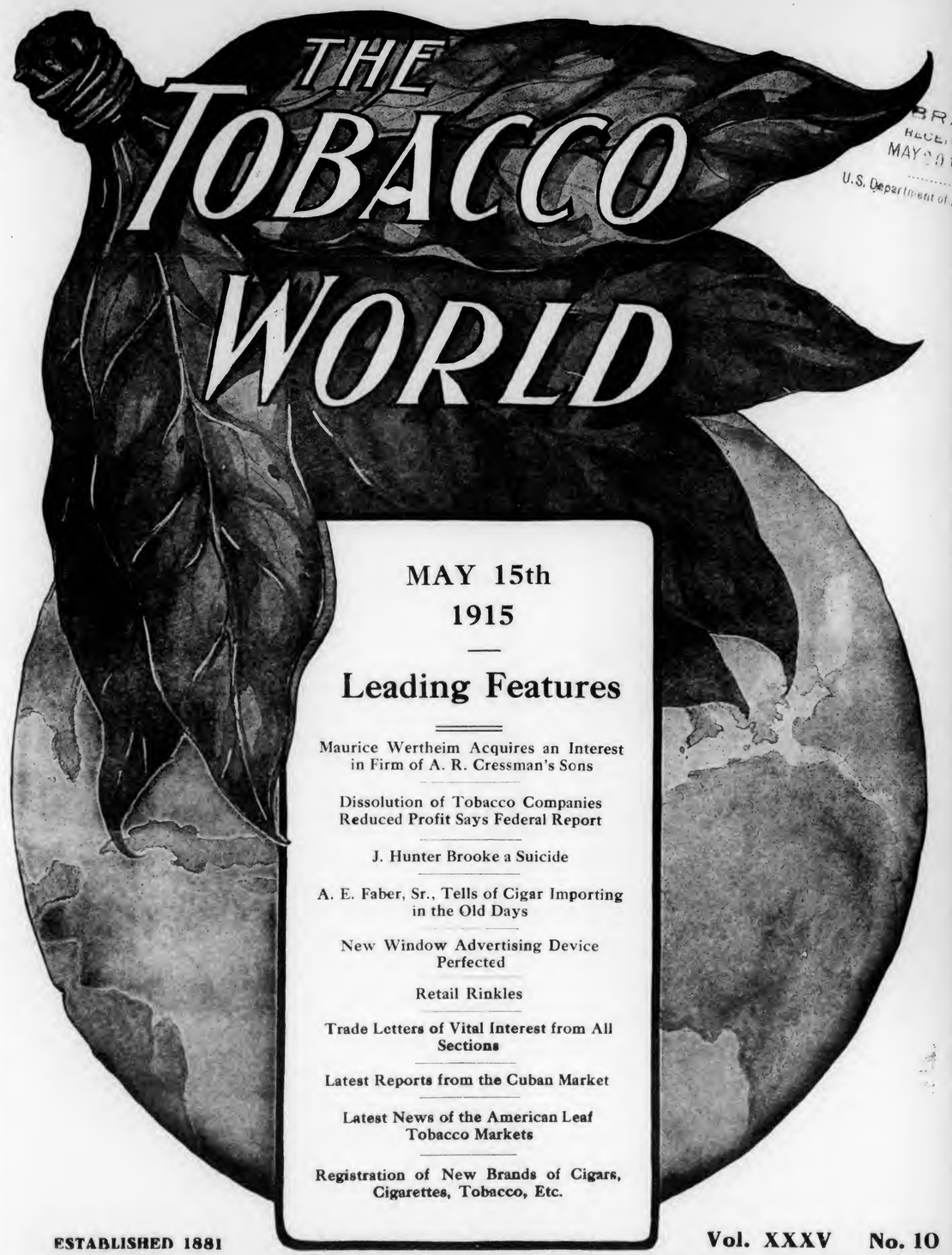
For Men of Means

Renowned for Uniformity

IDENTIFIED BY THE GREEN AND GOLD BAND

R. A. BACHIA & CO.

47 West Sixteenth St. New York



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Leading Features

Maurice Wertheim Acquires an Interest in Firm of A. R. Cressman's Sons

Dissolution of Tobacco Companies Reduced Profit Says Federal Report

J. Hunter Brooke a Suicide

A. E. Faber, Sr., Tells of Cigar Importing in the Old Days

New Window Advertising Device Perfected

Retail Rinkles

Trade Letters of Vital Interest from All Sections

Latest Reports from the Cuban Market

Latest News of the American Leaf Tobacco Markets

Registration of New Brands of Cigars, Cigarettes, Tobacco, Etc.

ESTABLISHED 1881 Vol. XXXV No. 10

PUBLICATION OFFICES: 236 Chestnut Street, Philadelphia

F. C. LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

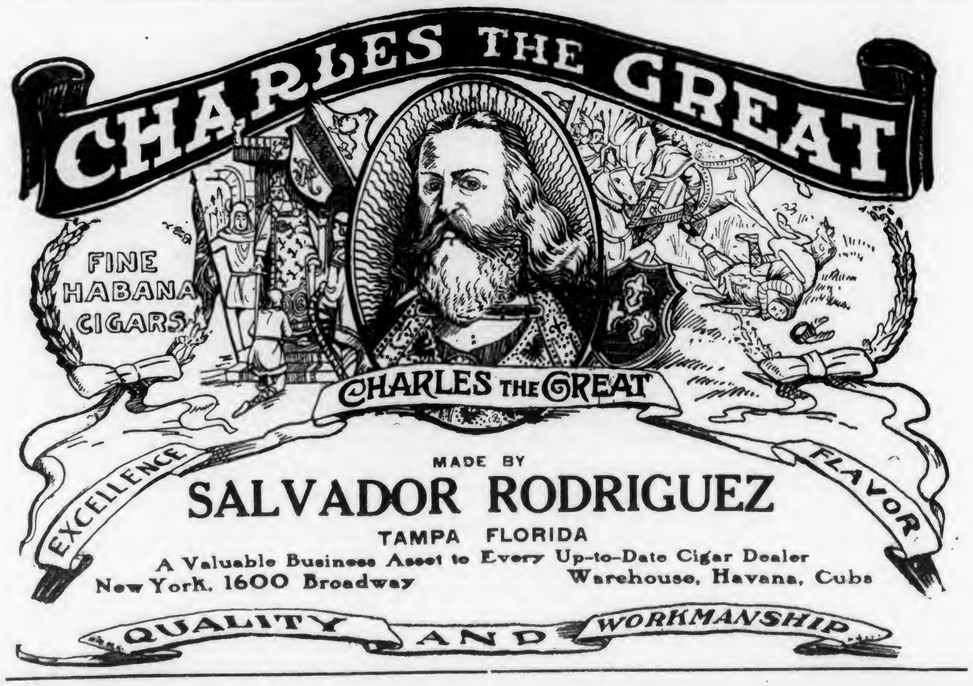
Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

TRADE MARK
Reg. U. S. Patent Office

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue



¶ If quality counts we are the firm who can take care of your requirements on Cigar Labels, Cigar Bands, etc. We are "*Right There*" with service and price also.

"Everything that's Lithographed"

Pasbach-Voice Lithographing Co., Inc.
25th Street Cor. of 11th Ave.
NEW YORK CITY, N. Y.

Western Branch
30 East Randolph Street, Chicago, Ill.
JOHN B. THATCHER, Manager

TWO NEW SIZES

SINTOMA

10c CIGAR

Blunt and Club, in the popular 10-top $\frac{1}{20}$-packing. Same real Portuondo quality at the right price. . . . . .

Juan F. Portuondo

Cigar Mfg. Co., Philadelphia

Clear Havana Cigars

That Have Stood the Test

ELISARDO

CLEAR HAVANA CIGARS
BALBIN BROS
TAMPA, FLA.

Our factory is bonded and under United States Government inspection

If perchance you do not know about "ELISARDOS"—write us, we can interest you.

BALBIN BROS., INC.
TAMPA, FLORIDA

The Original and Genuine

Central Union

Smoking Tobacco in a New Cut

Packed in a Pocket-proof Package

1½ ounces—5 cents

United States Tobacco Co.
RICHMOND, VA.

For Gentlemen of Good Taste

San Felice CIGARS

The Deisel-Wemmer Company
LIMA, O.

F. C. LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

Makers of the Famous "F. Lozano" Brand

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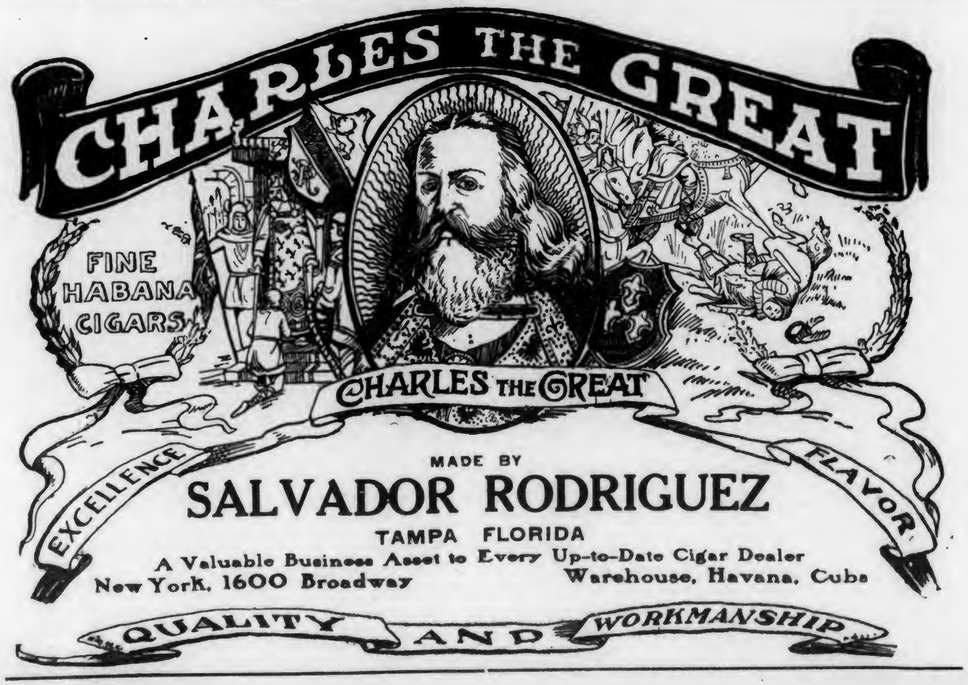

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For Gentlemen of Good Taste

San Felice
CIGARS

The Deisel-Wemmer Company
LIMA, O.

INTENTIONAL SECOND EXPOSURE

EISENLOHR'S Cinco CIGARS.

Banded for Identification

OTTO EISENLOHR & BROS.
Philadelphia

Quality Paramount
CELEBRATED
H. UPMANN CIGARS

H. UPMANN
HABANA

Strictly Independent Manufacturers

CHAS. LANDAU
Sole Agent for United States and Canada
82 Wall Street - New York
Board of Trade Bldg., Montreal, Canada

EL GENIO

Clear
Havana
Cigars

Made in Tampa, Fla.

P. Verplanck & Co.
263 Fourth Ave. New York

Uncle Sam Has Fallen in Love
with Union Leader — and no wonder!
When he tries out the quality of that mellow "ole Kaintucky" Burley, and sees how much The Big Ten-Cent Tin holds he just has to say "Be mine!"
To get Union Leader he's mighty glad to pay a mountain of dimes every year.
Isn't your cash register built to take dimes?

"The Big Ten-Cent Tin"

Redi-Cut
For Pipe or Cigarette

The Best Tobacco Value

UNION LEADER
P. Lorillard Company Established 1760

MADE IN BOND

HAVANA CIGARS

Highest Quality
Best Workmanship

MADE BY
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QUALITY EXPERIENCED HELP . . . .

Approved Sanitary Methods Are Three Essential Reasons for their Coast to Coast Demand

"44" Cigar Company
INCORPORATED
PHILADELPHIA

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla.
New York Office; 203 W. Broadway

LOVERA
CLEAR HAVANA CIGAR
Made under U. S. Bond by
Jose Lovera Co.
TAMPA, FLA.

G. S. Nicholas & Co.
41 and 43 Beaver Street, New York
DIRECT IMPORTERS of the highest grades of Cigars manufactured by the
Independent Factories
of Havana
all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.
Price List Mailed Upon Request.

BAYUK BROTHERS

FIVE CENT CIGAR
PHILADELPHIA

DIAMOND JOE CIGAR FACTORY
ESTABLISHED 1880

BEST THAT SKILL, ENERGY AND MONEY CAN PRODUCE
H. FENDRICH, Maker, EVANSVILLE, IND.

5c CIGAR

SANCHEZ Y HAYA

Factory No 1

Tampa. Fla.

A New Brand from Old Number 1.

Samples now ready for

"IGNACIA HAYA" Brand

These goods are the last word in fine cigars made from the choicest "Vuelta Abajo" tobacco, under U. S. Government bond inspection. 8 sizes only—Cigars to retail for 2 for 25c. to 25c. each.

Package and goods show quality and class in every detail.

'La Flor de Sanchez y Haya" have always been leaders in their field. Better than ever.

SANCHEZ Y HAYA, Tampa, Florida

HONESTLY ADVERTISED NOT MISLEADING

LA SARAMITA

Broadleaf
Wrapped
Havana
Cigars

Real Havana
Tobacco
Skillfully Blended

Pre-eminent
by Comparison

THE SHIELDS-WERTHEIM COMPANY, Cleveland

Always a Steady Demand for Oasis Cigarettes

The new Turkish blend that taught Egyptian cigarette smokers what they *ought* to get for a nickel.

Our vast leaf resources, our long manufacturing experiences and the services of our most trusted experts were employed to produce Oasis.

The Egyptian cigarette smoker *knows what he wants*—the best Egyptian cigarette his nickel or dime can buy.

—and he gets it in Oasis.

Result is, he comes back for more.

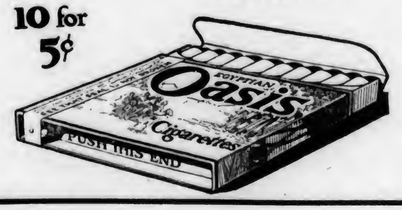
Always keep a good stock.

Oasis CIGARETTES

Two packings—20 for 10c.—and 10 for 5c. Both good sellers—and mighty attractive looking packages for your displays.

Liggett & Myers Tobacco Co.
NEW YORK CITY

10 for 5¢



SOL HABANA

Behrens & Co.

Havana, Cuba
Consulado 91-93

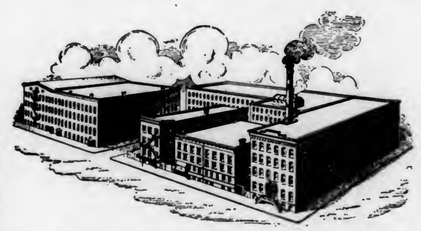
Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always a little better than Havana's Best

LA DEVESA DE MURIAS HABANA



I. LEWIS CIGAR MFG. CO.

NEWARK, N. J.

LARGEST INDEPENDENT CIGAR FACTORY IN THE WORLD

MAKERS OF SUCH FAMOUS BRANDS AS

FLOR DE MELBA, JOHN RUSKIN, SUBWAY, GOLDEN EAGLE, SENATOR EVARTS, TELONETTES, ALLENETTES, MANILLANETTES, COBS AND OTHER BRANDS AS LISTED IN OUR CATALOG

ALL LIVE DEALERS carry our entire line. Backed up by extensive national advertising—our merchandise sells fast. A profit-sharing voucher for the consumer attached to all cigars and enclosed in package goods. Additional vouchers in all boxes. If your jobber cannot supply you, write us and send us his name. Get in line—don't let the dealer in your block get all the business. Write to-day—we'll send you our new Profit-sharing Catalog free.

Made at our Newark, N. J., Factories

ROCKY FORD

HAND MADE - NICKEL CIGAR

We also manufacture at our several Pittsburgh factories, a very attractive and extensive line of cigars and stogies to retail at 2 for 5 cents, and 3 for 5 cents. Our leaders

"FAMOUS" and "FLAG HEADS"

Write for full information

UNION AMERICAN CIGAR CO.

General Offices: PITTSBURGH, PA.

T. J. DUNN & CO.

Makers of

The New Bachelor Cigar

401-405 E. 91st Street, New York

THE

Key West Cigar Factory

Factory No. 413, KEY WEST, FLA.

Office and Salesroom:

43 to 47 W. 33d St., New York

COPENHAGEN

Chewing Snuff

We guarantee Copenhagen Snuff is now and always has been absolutely pure.

It is made of the best, old, rich leaf tobacco. The Snuff Process retains the good of the tobacco and expels the bitter and acid of natural leaf tobacco, making Copenhagen the **World's Best Tobacco for Both Chewing and Snuffing.**

Whenever a dealer has any difficulty in obtaining his supply of Copenhagen Chewing Snuff satisfactorily, we will help him if he will write us.

WEYMAN-BRUTON COMPANY

50 Union Square North New York, N. Y.

TADEMA HAVANA CIGARS

Arguelles Lopez & Bro.

MAKERS

GENERAL OFFICE 222 PEARL STREET NEW YORK

FACTORY TAMPA FLORIDA

WAREHOUSE LEALTAD 129 HAVANA

Graham Courtney

"MILD HAVANA BLEND"

They Lead the Leaders

26 SIZES

Acker, Merrall & Condit Company

135 West 42nd Street, New York

HAVANA CIGARS

ROMEO Y JULIETA

The Leader in all the World's Markets

U. S. Representative: Wm. T. Taylor, 93 Broad St., N. Y. City.

CORRESPONDENCE SOLICITED

JUST THINK-5¢ BUYS A

LA FAMOSA

EQUAL TO ANY MILD 10¢

CIGAR

E. Kleiner & Co., Makers, New York

Fifth Avenue Cigarettes

The Union Made Cigarette of Quality Bearing Union Label

Ten cents per package of ten. Mouthpiece, Cork Tip, Plain

Live Distributors Wanted

I. B. KRINSKY

207 North 4th Street . . . BROOKLYN

Why Is It Necessary To Advertise the Imported Sumatra?

The REASON:

American Sumatra Tobacco

Grown by

AMERICAN SUMATRA TOBACCO CO.,

142 Water Street, New York

Over 1000 Dealers in New York During 1914 Stocked

MI FAVORITA

CLEAR HAVANA CIGARS

The flower of perfect tobacco manufactured in bond has maintained "Mi Favorita" Clear Havana Cigars at the forefront of all brands. Quantity shipments from factory.

MI FAVORITA CIGAR CO., Inc.

Key West, Fla. 529 West 42nd Street, New York

"The Park & Tilford Standard"

A NATIONAL SERVICE

Hamilton PROFIT-SHARING COUPONS

THE value of Coupons in the Tobacco Business has been proven. If you issue the right Coupon it will not only hold trade but increase your business.

NOW then—**Hamilton** Coupons have a persistent following of millions. Every member of the family is interested in them. They are redeemable for Standard Merchandise at 600 Premium Stores in the United States—a National Service reaching every branch of the trade.

CAN you find another inducement as powerful?

"The System That Sells Your Goods"

The Hamilton Corporation

2 West 45th Street, New York City

Branches Everywhere in the United States

Flor de **Jeitles**

CLEAR HAVANA CIGAR

5¢

JEITLES & BLUMENTHAL, Ltd.

PHILADELPHIA.

ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER

CLEAR HAVANA

CIGARS

Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.

NEW YORK CITY

M. MELACHRINO & CO., Inc.

EGYPTIAN CIGARETTES

You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

GRAND DEPOTS OF M. Melachrino & Co., Inc. { London, 8 Regent St., S. W. / Capetown, South Africa / Calcutta, 10 Government Place / Alexandria, Rue Cherif Pacha / CAIRO, Head Office and Factory / Hamburg, 18-20 Grosse Backerstrasse

AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD — PRICE LIST UPON APPLICATION

214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXV. PHILADELPHIA AND NEW YORK, MAY 15, 1915. No. 10.

MAURICE WERTHEIM ACQUIRES AN INTEREST IN A. CRESSMAN'S SONS

Cressman Organization Will Remain Undisturbed—Mr. Wertheim Well Satisfied With Business Management—Becomes a Director But Will Not Be Active

AN announcement of interest to the cigar trade was made public recently when it was stated that Maurice Wertheim, son of Jacob Wertheim, had acquired an interest in the widely known cigar manufacturing firm of Allen R. Cressman's Sons, of Philadelphia. The firm manufactures the popular "Counsellor" cigar and the growth of its sales during the past few years has been a matter of wide comment.

Mr. Wertheim will be remembered as formerly a vice-president and secretary of the United Cigar Manufacturers' Company, from which position he resigned some two years ago to take up his work in other fields.

Joseph F. Gallagher, of the Cressman Company, stated that while Mr. Wertheim had acquired an interest in the firm and had also become a director, he would take no active part in the company's affairs at the present time.

It was also stated that there would be no change in the management of the concern and that the business would be conducted strictly along the same lines as formerly. It is understood that Mr. Wertheim is well satisfied with the present organization of the company and does not feel that it can be improved upon at the present time.

Mr. Gallagher stated that Mr. Wertheim's affiliation with the company signified only an advisory capacity at the present time. Whenever need is felt for advice, Mr. Wertheim's wide experience in the cigar manufacturing field stamps him as a most able man to act in this capacity.

Allen R. Cressman's Sons are to be congratulated upon having been able to secure the services of so able a man and it is believed that the influence of Mr. Wertheim will lead to still greater advancement in the distribution and sales of the "Counsellor" cigar.

When seen in New York, Mr. Wertheim merely confirmed the fact that he had acquired an interest in the Cressman Company, and added that he had become a director as well. Mr. Wertheim emphasized the fact that the organization of the Cressman firm would remain unchanged and that for the present, at least, he would take no active interest in the affairs of the company.

Gilbert Birdsall Resigns from Buffalo Concern

Announcement is made that Gilbert Birdsall has resigned as head of the cigar department of Faxon, Williams & Faxon, Buffalo, N. Y., and identified himself with the Langsdorf interests. For more than eleven years Mr. Birdsall has been a prominent figure in the retail cigar trade of Buffalo, and is one of the best known men in the trade throughout the State. He is thoroughly acquainted with the tobacco industry, and previous to his connection with the Faxon concern, was proprietor of the large tobacco store opposite the Hotel Iroquois, Main Street. Mr. Birdsall will be remembered as the sponsor of "Birdsall's Mixture," which preparation he personally prepared, achieving quite a success with it. Pending the naming of Mr. Birdsall's successor, Otto W. Richt is in charge.

DISSOLUTION CUT PROFITS OF THE TOBACCO COMPANIES SAYS REPORT

Federal Report Points to Advertising Appropriation—Wholesale or Retail Prices Not Affected by Dissolution—Earnings of Subsidiaries Reduced

Washington, D. C.

THE Supreme Court's dissolution of the so-called "tobacco trust" has resulted in competition between the successor companies, in most branches of the industry, but has not affected wholesale or retail prices, and in general such competition has reduced the profits of the other companies. That is the conclusion of the old Bureau of Corporations, now merged with the Federal Trade Commission, in the third portion of its report on the tobacco industry just laid before President Wilson. Extensive, and largely technical, the report deals with the prices, costs and profits of the seven companies into which the Federal Courts divided the American Tobacco Company in 1911 after the celebrated dissolution decree.

The extent of competition between the seven companies is discussed in so far as the facts regarding prices, costs and profits and changes in volume and division of business tend to show it, but not with regard to other important factors because the courts retained jurisdiction of the case and the Department of Justice is making its own investigations into the manner in which the dissolution decree is being observed. It points out, however, that the seven companies thus created were in their respective branches much larger than any companies not connected with the "combination."

"For particular brands," says the report, "neither the prices to jobbers nor to consumers show important changes following the dissolution of the combination. Such competition as has developed among the successor companies did not result in price cutting."

Costs of manufacture since the dissolution were found distinctly higher because of duplication of effort, and chiefly, to advertising. Where the advertising bill for the big combination was about $11,000,000 in 1911, the seven successor companies spent more than $23,500,000 in 1913. While there was an increase in the volume of business the ratio of advertising expense to sales doubled between 1910 and 1913. The aggregate profits of the successor companies in 1913 were $29,735,958 or about $1,230,000 less than the profits of the combination in 1910, on the basis of an investment of approximately $250,000,000. "In view of such a high rate of profit," says the report, "the question naturally arises: Why has there been no competition in prices? The answer to this question is partly found in the peculiar price-making conditions in the tobacco trade."

Sizes of tobacco packages, the report points out, are affected by law and it suggests that price competition might be facilitated by amending the law to establish a larger number of sizes of tobacco packages with smaller difference between them or providing that all kinds of tobacco may be packed and stamped in wholesale quantities.

Of the so-called independent companies, operating apart from the seven successors to the trust, the report says few of them have shown increased prosperity since the dissolution.

(Continued on Page 18)

Key West Factory Cease to Manufacture in Bond

The Havana-American Cigar Company, Key West, Fla., has discontinued manufacturing cigars in bond. They contemplate manufacturing again under the old regime, and to this end have secured credentials from the Deputy Collector of Internal Revenue. It is stated that the factory will resume operations shortly and have in mind manufacturing a cheaper grade of cigars, which policy, if successful, will lead them to manufacture a five-cent product to compete with other brands at the same price.

New Home for Milwaukee House

The C. B. Leidersdorf Company, Milwaukee, Wis., announce that they expect to have their new building, now in course of erection at 275 Milwaukee Street, ready for occupancy by June 10th. They recently located in temporary quarters at 171 Broadway, following their removal from 224 Broadway, which was made necessary by the expiration of the company's lease.

Edwards Cigar Factory Moves to Georgia

The Edwards Cigar Factory, formerly located at Columbus, Miss., has removed to 326 North Washington Street, Albany, Ga. The leading brands of this factory are "Edwards' Cencible" and "C. & H." clear Havana. Mr. Edwards advises "The Tobacco World" that he will shortly add a number of new hands to care for his growing trade.

Milwaukee House Takes New Location

Its five-year lease at 263 East Water Street, Milwaukee, Wis., having recently expired, the Knell & Prengel Company, of that city, secured another lease for a like period at 228-230 Broadway, where they will have greater facilities for the conduct of the business. One of the attractions of the new location is an immense cigar vault with a capacity of 100,000 cigars. The Knell & Prengel business is now owned by Otto C. Knell, he having acquired the interest of Arthur H. Prengel, who is retiring on account of poor health.

New Factory for B. Payn's Sons Tobacco Company

Owing to the fact that they find their present quarters at 822 Broadway, Albany, N. Y., insufficient for the proper handling of their business, the B. Payn's Sons Tobacco Company announces to the trade that they have started work on a new factory. Some years ago, having anticipated an increased demand for their products, they purchased a four-story structure at 915 Broadway, 100 by 150 feet in dimensions. This, they are remodelling. The cost of the improvements is estimated at $45,000. When completed, the company expect to have one of the finest-equipped cigar factories in this territory.

Cavalla Tobacco Company Opens New Location

Listed among recent openings was that of the Cavalla Tobacco Company, at Third and Chestnut Streets, Milwaukee, Wis. The store is up to date in every respect and will be carried on as a wholesale and retail stand and will not in any way infringe on the old wholesale quarters of the company at 407-409 Wells Street, that city. The direction of the new stand will be in charge of Peter Panagis, who will have as his assistant, George Syrios as chief clerk, with Stanley Stacey in charge of the wholesale department.

Among the brands carried at the Chestnut Street location are "New Bachelor," "Tom Keene," "Barrister," "La Preferencia," "Valmont," "El Roi-Tan," "La Prenda," "San Alto," "Harvester," "Home Spun," "La Palina," "First Congress," "Mi Lola," "John Ruskin," "Masterpiece," "Henry George," "Cremo," "Little Tom," "Webster," "Alcazar" and "Permit."

Trade Jottings

May 15th at Meridian, Miss., will witness the opening of a "United" store in that place.

The "Mi Lola" has been recently taken on for distribution by the Western Grocery Company, Minneapolis, Minn.

A. L. Ehrbar, Cleveland, Ohio, representing the Otto Eisenlohr & Brothers' "Cinco," manufactured in seven counties of the State, reports good business on the brand.

Fire, believed to have been the work of an incendiary, recently destroyed the cigar factory of S. L. Johns, McSherrystown, Pa., causing a loss of $10,000, partly covered by insurance.

According to James J. Grathwol, of the Grathwol Cigar Company, Minneapolis, Minn., returns for the month of April last disclosed quite an improvement over the other months of the year.

F. A. Rian, of Arango, Villazon y Ca., Tampa, Fla., manufacturers of the "Rotary" cigar, was a recent visitor to Louisville, Ky., where he spent a short time in the interests of the company's brands.

A special showing is being made of the "Luis Martinez" brand, manufactured by the Martinez Havana Company, by the cigar department of John T. Callahan & Company, Federal Street, Boston, Mass.

Charles A. Williams announces that he has resigned as buyer for the L. K. Liggett Company, Boston, Mass., and has become distribution manager for Waitt & Bond, Inc., well known as the manufacturers of the "Blackstone" and "Totem" cigars.

"Corker," a new package of little cigars, retailing five for ten cents, is being displayed by George Melhado & Company, Warren Street, Roxbury District, Boston, Mass. This package is being placed in the higher-class stores both in the city and vicinity.

Prosperous business is being experienced at the factory of Wertheimer Brothers, Baltimore, Md., these days, on the well-known "El Dallo" of this firm. They report that it is utterly impossible to keep up with the orders that are being received on the brand, and that they have no stock on hand.

Attractive and modern in every respect is the new cigar store recently opened at 1310 Second Avenue, Seattle, Wash., by B. C. Abney, with A. L. Schlachter assisting as chief clerk. Both gentlemen were formerly connected with J. Aronson when he was in business. Mr. Abney will carry a complete line for the smoker, handling magazines also.

"San Felice" and "El Verso," manufactured by the Deisel-Wemmer Company, Lima, Ohio, are being pushed by the Blakeslee-Snyder Company, of Buffalo, N. Y. This company is distributing among local dealers a series of eight pictures arranged in a steel frame, which permits of the display of five boxes of the two brands in question. The advertising accompanying the pictures is said to be of an attractive nature.

PHILADELPHIA.

"Recruit" Little Cigar Philadelphia Product

WHEN civic committees are working to develop trade markets for "Made in Philadelphia" goods it is interesting to consider the "Recruit" little cigar, made at Third and Ontario Streets, by H. Ellis & Company, a branch of Liggett & Myers Tobacco Company.

About twenty-five years ago these little cigars came on the market, and over the period reaching to the present time, the growth has been steady and the demand on the increase. More than one thousand hands are now employed in producing the "Recruit" little cigar under the most sanitary conditions and with the most efficient methods of handling.

The finest grades of tobacco are used in the manufacture of this smoke, and it is stated by the factory manager that only about one-half of one per cent. of the entire Kentucky Burley crop measures up to the rigid standard set for the tobacco which is used in "Recruits."

"Barkmahn" a New Blend Cigarette

During the past fortnight, the Barkmahn Company, Ltd., with headquarters at 1169 Broadway, New York, have begun a successful campaign on their new Turkish blend cigarettes, known as "Barkmahn."

This brand has already been distributed throughout New England by S. S. Pierce, of Boston, Mass., and plans are being carefully laid for a similar distribution in Philadelphia.

These cigarettes are retailed at two packages for a quarter, and have been blended with the idea of appealing to cigarette smokers who desire a mild smoke, but with aroma and flavor.

The distribution in New York City has been most successful and "Barkmahn" can now be obtained in most of the first-class retail stores, clubs and cafes.

L. M. Walters Back From a Successful Trip

L. M. Walters, Eastern representative of Bobrow Brothers, makers of the "Bold" cigar, has just returned to this city after a four-weeks' trip through New York State, Ohio, West Virginia and Pennsylvania, and reports the most successful trip that he has ever made.

Mr. Walters states that the demand for "Bold" cigars is constantly on the increase with his old customers and that he has succeeded in closing some very attractive new accounts.

Next week Mr. Walters leaves for a two-weeks' trip through North and South Carolina.

Philadelphia Notes

W. C. Saunders was in Philadelphia this week, looking after the interests of the Cortez Cigar Company.

Sam Frank, of S. M. Frank & Company, the well-known pipe firm of New York, was in Philadelphia this week.

The "Webster" brand, manufactured by Y. Pendas & Alvarez, is displayed in the Tenth and Chestnut Streets store of Terry & Duncan.

Warner Searle is spending some time in Rochester, N. Y., where he has been specializing on the lines manufactured by the J. F. Portuondo Cigar Manufacturing Company, 1110 Sansom Street, Philadelphia.

The store of Terry & Duncan, 111 South Broad Street, is attractively decorated with the "Valla Rico," meaning "rich valley," a brand of the Cayey-Caguas Tobacco Company, with headquarters in New York.

Among the brands recently shown on the Union News Stands is that of the "Stratford," a "Made in Philadelphia" cigar, and one which makes a popular appeal. The cigar retails in sizes ranging from three for a quarter on up.

Godfrey S. Mahn, importer and manufacturer of several brands of high-grade cigars, will open a retail store in Atlantic City on May 15th, in one of the stores located on the Boardwalk in the Marlborough-Blenheim Building, near Ohio Avenue.

The sale of "Tungsten" cigars, manufactured by Leitles & Blumenthal, Ltd., 119 South Eleventh Street, Philadelphia, have been unusually large in St. Louis and adjoining territory through the efforts of the William A. Stickney Cigar Company, Middle Western representatives.

Among the recent weddings of interest in this city to the trade was that of Joseph M. Dohan and Miss Edith M. Hall, which took place on May 12th, at the home of the bride, 3715 Chestnut Street. Mr. Dohan is a brother of W. H. Dohan, a popular member of the cigar trade and the head of the El Draco Cigar Manufacturing Company, located at Front and Arch Streets.

IRREGULAR PAGINATION

A DIGNIFIED WINDOW ADVERTISING PROPOSITION.

An Apparatus That Brings the People Into the Store—Claimed to be a Big Business Producer

IF some one were to say to you that they knew of a method whereby you could increase your sales, we do not doubt for a moment but that you would at least be interested enough to request an explanation. Of course, there are various means that might be utilized, but we feel that the latest device which aims to achieve the desired result is novel, to say the least. How frequently has a well-dressed window failed of its purpose? Not because of any lack of taste in the arrangement of the goods, nor of lack of merit in the products displayed, but simply because a fickle public has made up its mind that it did not care to investigate and be convinced. Therefore, if prospective customers will not bestow their attention on goods displayed in an enticing manner, having the additional quality of merit and a fair price, it is up to the dealer to employ a system that will arrest attention.

We have all at various times seen, stopped and listened to the barkers stationed outside of shops that have varied in the extreme. In many cases, those of us who have stopped out of curiosity, have often remained to purchase.

This is the idea permeating the latest method of salesmanship, though presented under a different aspect. Also, without loss of one's dignity.

Have you ever conceived of a dealer remaining in his store and talking in a clear, distinct and utterly dignified manner to the passersby, exploiting in a thoroughly efficient manner the merits of the products he is offering for sale? We are confident that such a procedure would attract your attention, if even only out of curiosity. As to the outcome, that we do not attempt to predict.

The creating of desire, many times results in the fruit of fulfilment. So much for the thought. The apparatus consists of a special voice transmitter that looks like an ordinary telephone transmitter and is used in the same manner. A loud speaking horn that acts as a telephone receiver and repeats in a loud, distinct tone of voice whatever is spoken into the transmitter. This loud speaking horn is placed on the outside of the display window so that it can be heard by people on the sidewalks. The only connection between the transmitter and the loud speaking horn is a pair of small wires which can be of any length. In addition to these two pieces of apparatus, a control box with switch for turning on or cutting off the current, and a dozen dry cells for energizing the apparatus is supplied. The apparatus can be set up in a few minutes by an electrician.

To use the mechanism, the salesman or dealer sits in the window and talks into the transmitter making his sales talk to the crowd outside. It is very easy to talk into the voice transmitter, as it is only necessary to talk distinctly in an ordinary tone of voice.

Consideration by the live dealer of the idea as above presented, will reveal its possibilities. The tobacco trade, particularly, might employ the device to good purpose. Window demonstrations relative to the various needs of the smoker are many. But such demonstrations have not been as satisfactory as one might desire.

To see an article demonstrated is one thing, but both to see it demonstrated and have its merits extolled, is quite another and decidedly more satisfactory. A case in point was that of a young salesman demonstrating in the window of a certain dealer "How to Roll Your Own." It seemed impossible, however, to attract the required attention. A short time later, the device in question was installed, and resulted in an increased number of sales, the experiment of attracting the attention of the passersby in a mystifying manner having worked like a charm.

Any dealer or manufacturer interested in the described article should address Winkler & Reichmann, 1025 Consumers' Building, State and Quincy Streets, Chicago, Ill., for further information.

Morris D. Neumann Returns From the West

MORRIS D. NEUMANN, of the well-known firm of Neumann & Mayer, cigar manufacturers at 117 South Second Street, has just returned from an extended trip through the West in the interest of the firm's brands.

Mr. Neumann states that throughout his trip he was confronted with the most optimistic reports from the jobbers and that he brought back some very attractive orders.

With the advent of spring the Western roads that have been impassible all winter have been opened up and trade is improving rapidly. The opening up of the roads has given a new impetus to business and, needless to say, the cigar merchants have been among the first to feel the increasing trade.

Mr. Neumann adds that the demand has been very steady and is increasing on their "Bella Mundo" and "El Tello" brands.

H. B. Grauley Selling "Golden Rules" in West

H. B. Grauley, the widely known manufacturer of the "Golden Rule" five-cent cigar, has recently been spending some time in Kansas City, where he closed some satisfactory orders.

Mr. Grauley has been making the rounds of his Western customers and reports that, while orders continue satisfactorily on the "Golden Rule" brand, the jobbers still remain conservative in placing orders.

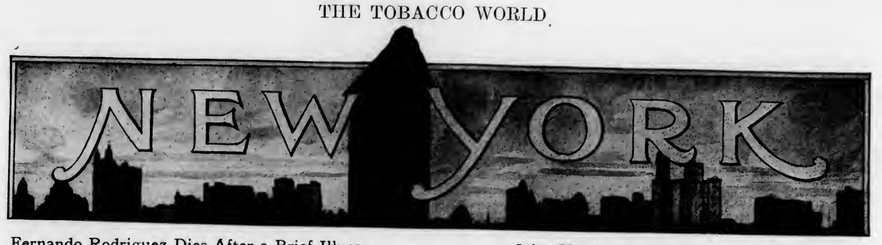
Union-American Company Granted Injunction

The Court of Common Pleas of Allegheny County, Pa., recently handed down a decision in the case of the Union-American Cigar Company, of Pittsburgh, v. Jake Miller, which decision will, without doubt, be read with interest by members of the trade.

A few years ago, the Union-American Company placed on the market a brand of stogies under the caption "Pittsburgh Famous." The trade-mark revealed white lettering on brown paper, the inside of the lid displaying the words "Pittsburgh Famous," which were supplemented by the words "The Cream of Pittsburgh Manufacture," these appearing beneath. To further carry out the scheme, the band of each stogie bore the title "Pittsburgh Famous," the white lettering and brown paper being again duplicated.

Having built up a good market on the brand, the Union-American Company scented danger, when about a year ago, Jake Miller, manufacturing locally in Pittsburgh, placed on sale a brand known as "Pittsburgh Pirates." Miller is alleged not only to have duplicated the "Union" package, both in size and style, but also the same brown and white coloring in the labels. Displayed on the inside of the lid, in lettering that resembled closely that utilized in the formation of the word "Famous," appeared the words "Pittsburgh Pirates," below which were visible the words "The Finest of Pittsburgh Manufacture."

Consideration of the facts resulted in the Union-American Company asking for an injunction restraining Miller from selling his goods, on the ground of unfair competition. The injunction was granted by the Court, who stated orally from the bench that the intent to imitate was too apparent to be discussed.



Fernando Rodriguez Dies After a Brief Illness

FERNANDO W. RODRIGUEZ, second son of Salvador Rodriguez, widely known manufacturer of "Charles the Great" clear Havana cigars, died Saturday, May 8th, following an attack of pneumonia of three days' duration. Scarcely had the news of Mr. Rodriguez' illness gone forth, when it was almost immediately followed by word of his death.

The deceased had been associated with his father in business since he left school about fourteen years ago. Of marked ability, he alternated with his father of late years, between the New York and Tampa offices, proving an able assistant. Well known and well liked both in and out of the trade, and possessing a splendid disposition which won for him a great number of friends, his passing will leave a void which it will be hard to fill.

Mr. Rodriguez was a member of the New York Athletic Club, the Benevolent and Protective Order of Elks, and in addition, an automobile enthusiast. He leaves a widow to whom he was married only last June. He was thirty-four years old, and made his home at the Hotel Somerset, 150 West Forty-seventh Street, New York City. Following a solemn mass of requiem at St. Patrick's Cathedral, interment was made on Monday last at Holy Cross Cemetery, Brooklyn, N. Y.

Heard on Broadway

John W. Merriam is at the present time making a trip through the Middle West.

Petit Invincibles and Saratogas are the names of the new shapes of the "Mastery" cigar, to be placed on the market shortly by A. Centeno & Company.

W. C. Rosenfeld recently paid a few days' visit to Birmingham, Ala., in the interests of "Charles the Great," manufactured by Salvador Rodriguez.

Mr. Hoisington states that the demand for "Savarona" cigars continues to improve and that the Cayey-Caguas Tobacco Company looks forward to a big business growth.

Mr. Manton, of the American-West Indies Company, is in the Middle West in the interests of the company's brands. Orders continue to show improvement at the office.

The demand for the "Wellington" pipe, manufactured by Wm. Demuth & Company, is constantly increasing. Dealers who have received their new and attractive display cards report that they are splendid sales stimulators.

Dave Saquin announces that he is shortly to offer to the trade a new "Jean Valjean" shape to be known as the "Tip Top." Mr. Saquin states that the sales on the brand are increasing, and that there is a good call for all sizes, the Perfecto, particularly.

John H. Duys Back From the Inscriptions

JOHN H. DUYS, of the well-known Sumatra house of H. Duys & Company, returned to New York on Tuesday on board the steamship "Noordam."

In an interview with a representative of "The Tobacco World," Mr. Duys stated that Sumatra was high, but that it was now yielding a bit. Mr. Duys also stated that he had secured some choice selections of Sumatra and that among his purchases were some excellent light colors, assuring the trade of Sumatra wrappers of unusual quality.

Travelstamps in Demand

"Travel free; land or sea; free fare anywhere."

With this slogan Travelstamps, Inc., have ushered in a new idea in this section, in profit-sharing coupons. Offices have recently been opened at 115 Broadway and already there is a heavy demand for information regarding this new form of coupon-giving.

The consumer will be very much interested in receiving a discount on his cash purchases redeemable in any form of transportation except in "jitneys" and aeroplanes. No doubt with the growth of the business these lines will be added.

Harry Cordero in Seattle

Harry Cordero, of E. P. Cordero & Company, New York City, manufacturers of "Mi Hogar," "Cordero" and "La Superior" cigars, was a recent visitor to the Metropolitan Cigar Stores, Seattle, Wash., W. E. Sims, proprietor. Mr. Sims, who distributes the "Mi Hogar," will take on several new sizes of the brand, augmenting his already vast stock. Mr. Cordero stated that he was well pleased with the business being done, and that in his opinion, business generally was improving all over the country.

Leaf Failure Rumored

During the past week rumors in the trade are to the effect that the affairs of a certain prominent Water Street leaf tobacco dealer are very much involved. It is stated that this has been probably brought about through over-buying. Rumors are also current that expert accountants have been put to work on the books at the instance of certain creditors with the consent of the leaf dealer himself, to ascertain the exact conditions as regards the financial stability to meet outstanding obligations.

"Charles the Great" in Portland

"Charles the Great," manufactured by Salvador Rodriguez, is coming in for a goodly amount of attention these days at the hands of S. S. Rich, Portland, Ore. Mr. Rich controls two stores in that city and reports that increasing sales on the Special Extra shape is the order of the day at both stores. Much attention was attracted recently by a fine window display on "Charles the Great" at the Sixth and Washington Streets store.

"1860" is the title of a new five for ten cents Panatela now being introduced in Boston, Mass., by S. Monday & Sons, Brooklyn, N. Y. The cigars are said to be attractively boxed and are being placed by the various Boston jobbers.

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CIGAR MANUFACTURERS' ASSOCIATION OF AMERICA

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Reports coming into the manufacturers from their men on the different territories for the most part indicate a general improvement in all lines of trade. Jobbers report that the retailers are paying their bills more promptly and cleaning up old obligations. The manufacturers themselves are fairly busy and most of the nickel factories are far ahead of last year's figures at this writing.

Better Business

These facts verify, to some extent, the continued optimistic statements that have appeared for the past six months in news and trade papers, but which until recently had not been backed up by conditions.

Those who have looked forward to a big business awakening are beginning to realize that in times so fraught with unrest the recovery of trade will necessarily be slow.

Reports from other sections of the country show that the improvement is general, but it has not come with the rush that was anticipated.

Many predict that the real prosperity will not come until the next presidential election, but that meanwhile the steady recovery will build a firm foundation for an era of unheard of trade figures.

The continued improvement, meanwhile, is doing much to brighten the tobacco trade.

Consider the 5-cent bag of "Prince Albert" smoking tobacco. It has builded a fortune for its owners. And how was it done? At a guess we should say that first the manufacturers made it a point to put up a quality article—to give the consumer five cents worth of good smoking tobacco for five cents. Their profits came not from the first sale, but from the "repeat" sales after the smoker found that he had a good article at a reasonable price.

Printers' Ink

The quality argument was fine, but as every one knows, quality products are the hardest to market. But how to tell *all* the smokers about this wonderful product—there was the rub.

Someone suggested printers' ink. The suggestion was accepted and before long the man while perusing his newspaper on his way down town read that he would certainly be the gainer by buying the goods packed in "the toppy red bag." He thought no more of it until he went home, and after dinner started to read his favorite magazine. Behold! somewhere in the magazine was a message telling him that the great satisfaction would come to him if he would get out his "jimmy" pipe and pack it with "P. A." And after a while he did; and today "Prince Albert" cigarette and smoking tobacco is said to be the largest selling brand of its kind in the world.

R. J. Reynolds says that it is sold in every civilized country; and he ought to know. Printers' ink is working for that "toppy red bag" day and night, and day and night the sales are climbing, climbing, climbing.

No progressive manufacturer can consider the success of the R. J. Reynolds Tobacco Company and read the statements of Mr. Reynolds on the value of advertising without realizing the tremendous selling force behind printers' ink.

"The newspapers and magazines constitute the backbone of all our advertising," says Mr. Reynolds. Each year the advertising appropriation grows and each year the sales establish a new mark.

The trade papers have played no little part in the success of many a brand and this fact is attested to by the continued and growing use of them in all lines of trade.

Consider the successful cigar and cigarette brands today and you will find them among the advertisers in the trade papers. Tampa cigars are as well known in San Francisco as in their home city. New York products sell in Seattle as quickly as on the Great White Way.

Why? Advertising!

Don't buy space in a medium because you think you are getting a price. Choose the medium for what you think it can do for you and pay the price. The "something for nothing" idea is a fallacy, popular principally because of the remark credited to P. T. Barnum, "The people like to be fooled."

Mr. Manufacturer, you are not wasting your money when you advertise in the trade papers. Consider those who are now doing it. They prosper and grow. They may not be able to put their finger on any one medium and say "that's where we got out our increase this year," but they can take out their ledger and point to the advertising appropriation and tell you that it has been a good investment.

The "Tobacco World" would like to hear from a few progressive firms who wish to increase their markets. It has a real field in the tobacco industry and has been circulated among the better class of merchants and jobbers for more than thirty-five years.

Utica Man Files Petition

Earl D. Ostrom, operating retail cigar stores at 180 Washington Street and 71 Court Street, Utica, N. Y., and in the Hotel Bennett at Binghamton, N. Y., during the past week filed a petition in voluntary bankruptcy, the liabilities being listed at $27,594 and assets, $17,475. Fred R. Brunner was appointed receiver and authorized to continue the business pending the making of the settlement offer by Mr. Ostrom.

The House of M. J. Dalton Company

Among the oldest leading importing cigar houses in the city is that of M. J. Dalton Company, with stores at Fifth and Chestnut Streets and at 111 South Thirteenth Street. The house had built on a foundation of quality and satisfaction and its growth has been steady and permanent.

The above cut shows the retail department of the Dalton store at 111 South Thirteenth Street, where the wants of hundreds of discriminating smokers are catered to by experienced clerks who pass over the counter fine cigars in excellent condition from a well-equipped humidor.

Since the death of Michael J. Dalton and his associate W. Frederick Worthington, in 1912, the active management of the store has been placed in the capable hands of William R. Taylor, vice-president of the company.

It was in 1903 that the southeast corner of Thirteenth and Chestnut Streets was first occupied by the Dalton Company. The company grew rapidly, and with the expiration of its lease larger and more commodious quarters were secured at 111 South Thirteenth Street, where the uptown store is now located.

This picture shows the wholesale department of the Thirteenth Street store, and a glance at the stock discloses that clear Havana goods are among the leading brands sold. The wholesale department distributes its goods throughout the list of exclusive clubs and the better class of cafes in the city. Their stock is to be found in many other places where there is a call for strictly first-class cigars.

E. L. Ackerman, of Y. Pendas & Alvarez, manufacturers of the popular "Webster" cigar, announces that he expects to arrive in Pittsburgh about May 24th, when he will start a ten-days' campaign in the interests of the company's brands.

Chicago

Conditions Show Improvement in Cigar Trade—"Ben Bey" Cubans Keep Grommes & Elston Busy—"La Venga" Continues to Achieve Popularity

Chicago, May 11th.

GENERAL conditions in the cigar and tobacco trade of the city during the past two weeks have improved somewhat in the opinion of the leading merchants here. The jobbers declare that the orders are now coming a little brisker, and also that collections are getting better. The saloon trade is discounting bills once more, now that the time for paying licenses is past. The complete failure of a mass of anti-liquor legislation which was introduced into the State Legislature a few weeks ago, has also had a great deal to do with brightening the world.

In the leaf tobacco trade there has undoubtedly been a distinct improvement. Travelers returned to the city to spend the week-end from road trips agree that the manufacturers in the smaller towns are showing a better buying mood now than they have in a good many weeks.

The factory of Grommes & Elston, manufacturers of "Ben Bey" cigar and other leading brands, is busier at this time than for the past two months, according to an announcement made at the office last week.

"We have really seen no let-up in volume of business since the first of the year," said Mr. Grommes, "and we attribute our success to the fact that we do not alter the filler of a cigar after we have once placed it upon the market. 'Ben Bey' in Cuban size continues to find much favor with the public."

B. F. Alexander, who represents Fernandez & Garcia, is expected in the city in a few days by his friends here. Mr. Alexander is now making a Western tour, after having completed a trip to Havana.

The Schermerhorn Cigar Store, at the corner of Fifth Avenue and Adams Street, in the Continental & Commercial National Bank Building, is rapidly gaining the trade of the smokers in that great building.

Best & Russell had a first-class display truck in the recent "Prosperity Day" parade, which was held to celebrate the inauguration of William Hale Thompson as Mayor of Chicago. The truck was filled with boxes of the various brands, and was covered with flags and bunting.

The announcement was made last week that the Fromherz-Berlitzheimer Company, manufacturers of fine cigars, would move from the corner of Fifth Avenue and Randolph Street to a new location at 212 Austin Avenue. The new quarters are much better in every sense of the word, and have a great deal more room than the old ones. The growing business of the company has been demanding more room for some time.

"Tom Keene" cigar is now being pushed more vigorously than ever by Steele, Wedeles & Company, the large wholesale grocers. J. G. Davis & Company, distributors for Bondy & Lederer, report a fine business all over the city.

Owen O'Malley, the genial cigar dealer at the corner of Indiana Avenue and Fifty-first Street, has recently added several new brands, among them the "Lozano," made in bond by F. Lozano & Company.

"La Venga" cigars, by Celestino Vega & Company, are becoming more popular every day, according to the testimony of the dealers who handle them. At the office of the company they will admit that this is the case, and show monthly totals to back up the claim.

G. W. W.

Trade Jottings

"Flor de Sanchez y Hermanos" in three sizes has been added to the stock of the Kirk Cigar Store, No. 12 South Avenue, Rochester, N. Y., by L. M. Stafford, proprietor. Mr. Stafford states that the "Marie Antoinette" is well liked by his customers.

Charles Cohen, of the Badger Tobacco Company, Milwaukee, Wis., reports that business with them is increasing on the "Bold" cigar, manufactured by Bobrow Brothers, Philadelphia, Pa. The Badger Company has recently been distributing the banded "Bold" cigars.

Samuel D. Hachen has resigned as factory superintendent for F. H. Berning & Son, 331 Main Street, Cincinnati, Ohio, and will start manufacturing on its own account, just so soon as he finds a suitable location. Mr. Hachen's resignation terminates a connection of five years' standing.

Announcement is made that the Daniel Stewart Company, Indianapolis, Ind., who have secured the exclusive cigar privileges for the automobile races to be held at Indianapolis, May 29th, will feature the following brands: "Havana Exports," "Dave Warfield," "Joy," "Marquis" and "El Assento."

The Rosenfeld-Smith Company, Portland, Ore., report a number of new accounts on the "Charles Denby," manufactured by H. Fendrich, Evansville, Ind. There have been various window displays on this brand throughout the city, and additional displays are being planned by Manager E. W. Woodruff.

Excellent business is reported by the Foley, Wolfe, Kinney Company, Inc., 179 South Avenue, Rochester, N. Y. They are distributors in this territory and vicinity, for the "55" cigar, "Tavora," "Havana Ribbon," "Savarona" and "Moss Kidd" cigars, and are well pleased with the increased sales being experienced on these brands.

The Boylston Street Smoke Shop, Boston, Mass., one of three stores owned by Edward L. Cauley, has been sold to Maurice J. Hamilburg, who has since taken active possession. Mr. Hamilburg also has other places of business at No. 7 Essex and No. 47 Essex Street, in addition to a factory located at 633 Washington Street.

"El Principe de Gales Babies," going to the retail trade at $40 per thousand, are being exploited at this time by the Central Cigar and Tobacco Company, of Memphis, Tenn. This company reports that there has been a big increase in the sales of "El Toro," while on "Havana Cedars," recently introduced in this section, they are oversold.

Western Grocery Company Doing Well With "San Felice"

Manager Osterbrook, in charge of the cigar department of the Western Grocery Company, Minneapolis, Minn., which opened for business only a few months ago, declares that he is well satisfied with the business done thus far. "San Felice," manufactured by the Deisel-Wemmer Company, of Lima, Ohio, is one of the concern's principal brands. In addition to its Minneapolis stand, the Western Grocery Company has two other branches in the southern part of the State, to which stores it forwarded during the month of April "San Felice" cigars totaling 240,000. Commenting on this, Mr. Osterbrook stated that "neither house covers a territory more than one hundred miles away from home."

DISSOLUTION CUT PROFITS OF THE TOBACCO COMPANIES SAYS REPORT

(Continued from Page 11)

"Compared with either the combination or the successor companies," it says, "they have, on the whole, made an exceedingly poor showing of profits and since the dissolution this has been especially marked in navy plug and Turkish cigarettes. On the other hand, in long cut smoking they have done much better since the dissolution. In scrap tobacco alone their profits have been greater than the combination or successor companies. One of the principal causes of this unfavorable profit showing of smaller companies has been a much higher ratio of manufacturing costs to sales. The chief explanation is apparently found in their small scale operations and less efficient organization. The smaller companies have been at a marked disadvantage with respect to the cost of distribution."

The decreasing rate of profit of the independents is ascribed to increases in selling and advertising costs since the dissolution. The general conclusions of the investigation are thus stated in the Bureau's report:

"In conclusion it may be stated that the study of prices, costs and profits in the tobacco industry, without taking into consideration other factors in the competitive situation, indicates that the decree of dissolution has resulted in the successor companies' competing with each other for business in most branches of the industry, but has not affected wholesale or retail prices. The successor companies have also competed with the smaller tobacco concerns and, collectively, have won business from them in some branches and lost to them in others. As a consequence of competition the rate of profit of the successor companies has been reduced, although their rate of profit is still high. In general, this competition has seriously reduced the profits of the other companies.

"This reduction in profits has not been caused by increased cost of manufacture, but by increased expenses of distribution, and principally by the increase in expenditures for advertising. As the sale of tobacco products depends largely on the advertisement of brands, competition in the tobacco business necessarily increases advertising expenditure. In other words, for tobacco products, and it may be true also for other brand articles, the social cost of the system of competition is largely found in extraordinary advertising expense, and this would seem to be inevitable for brand articles so long as they have a proprietary character."

Cigar Machine Fills Need

The Phillips-Trawick Company, cigar jobbers, Nashville, Tenn., who are located right in the centre of Cummins Station, and who have had frequent calls from office men, cigar jobbers in other sections of the city, salesmen, etc., for cigars, owing to the fact that there is no retail cigar stand located in the vicinity of the station, recently hit on a novel plan. They secured a machine in which were deposited four boxes of cigars, two five-cent brands and two ten-cent brands. Whenever a cigar is desired, all that is necessary is the placing of the necessary price in the slot, and the mechanism completes the transaction. Inasmuch as the district is a large wholesale one, the innovation has proven quite a success.

The "Garcia & Vega," in the principal sizes, has been taken on for distribution by the M. St. Marie Cigar & News Company, St. Paul, Minn.

"Lovera" cigars keep in the front rank of all quality cigars and there is nowhere a more appreciative class of smokers than on the Pacific Coast.

The illustration herewith shows a display on the popular "Lovera" brand which appeared in one of the windows of the Hall-Whitney Cigar Company, Pasadena, California.

Will Serve for Ensuing Year

Committees to serve for the ensuing year on the New York Leaf Tobacco Trade, as named by Joseph Mendelsohn, president, are as follows:

Finance Committee: Carl W. Wobbe, chairman; William S. Brill and Moritz Neuberger.

Legislative Committee: Joseph F. Cullman, Sr., chairman; S. Ruppin, Charles Fox, F. M. Arguimbau and F. R. Hoisington.

Statistics Committee: Charles Vogt, Jr., chairman; Henry Oppenheimer and Fred Schuler.

Arbitration Committee: A. Bijur, chairman; Joseph F. Cullman, Charles Fox, F. M. Dolbeer and Ferdinand Cranz.

Conference Committee: F. M. Arguimbau, chairman; Ernest Ellinger and H. Anton Bock.

Regulations Committee: John H. Duys, chairman; Benno Rosenwald and S. Ruppin.

Transportation Committee: Charles Fox, chairman; F. M. Dolbeer and S. Loewenthal.

By-Laws Committee: Leonard A. Cohn, chairman; Charles R. Goldsmith and Harold A. Krausman.

Insurance Committee: F. M. Dolbeer, chairman; Fred Block and Julius Lichtenstein.

House Committee: Ferdinand Cranz, chairman; Charles Meissner and Carl W. Wobbe.

Membership Committee: Harold A. Kraussman, chairman; Harry Spingarn and Morris Rosenberg.

Philip Morris & Company, Ltd., announce to the trade that they expect to occupy their new quarters on Fifth Avenue about the first week in June. Upon completion of the alterations now in progress, the Philip Morris Company will have one of the most finely equipped factories in existence.

Platter Tobacco Company Withdraws

Announcement is made of the retirement from business of the Platter Tobacco Company, Dallas, Texas. This follows the recent identification of Charles H. Platter, the company's president, with the wholesale grocery house of the Boren & Stewart Company, that city, as vice-president and general manager. Mr. Platter, in his new capacity, will also have personal supervision of a tobacco department which has been especially organized by the Boren & Stewart Company for the purpose of taking over all the brands distributed by the Platter Tobacco Company. The former territory of the Platter Company in Texas and Southern Oklahoma is now to be taken care of by the new B. & O. department. A complete line of pipes and smokers' articles will be carried. Mr. Platter succeeds to the position of A. P. Foute, who recently resigned owing to ill-health.

"La Mega" Representative in Salt Lake City

Harry C. Culbreath, general representative of V. Guerra Diaz & Company, manufacturers of the well-known made-in-bond "La Mega" cigar, was a recent visitor in Salt Lake City, where he called on John G. Whitaker, of the Lewis-Whitaker Cigar Company.

Mr. Culbreath was very much impressed with the prosperity of Salt Lake City and paid a high tribute to the energy of its business men.

Freed, Fisher & Porges Open New Store

Freed, Fisher & Porges, well known in the cigar trade of Nashville, Tenn., and known as the Arcade Cigar Company, have opened a store in the entrance to the Arcade on Fourth Avenue, that city. The new stand is modern in every respect, being attractive also. Mr. Freed and Mr. Fisher will be remembered in their former connection, Freed & Haas, at the Transfer Station. Mr. Porges formerly owned the cigar stand in the Jackson Building.

The Cuban Market

From Our
Exclusive Bureau
74 Virtudes

Havana, Cuba.

Havana, May 8, 1915.

Up to Monday of this week it looked as if summer was far distant, as we were enjoying remarkably cool weather for this season of the year. However, the sun's rays are now making themselves felt with a vengeance, and especially more so is this felt, due to its sudden appearance. It is quite probable that shortly we may have rain here and which is greatly needed. While it is true that the present apparently dull times do not warrant anyone to be in a hurry to start selecting the leaf, nevertheless probabilities are in favor of the prompt selling of a certain quantity of light colored Partido wrappers. While there is still some old Partido wrappers yet to be had, practically speaking the quantity is nil, as only a very few bales of suitable ones could be picked out of the holdings in the warehouses. By this it is not meant that there are no large sized bales yet to be found. Oh yes, there are, but upon close examination of them, the defects of color, or suffering from damage by worms, makes the greater majority of them unsuitable to the manufacturer.

In the crop now to be packed really fine, clear, light colors will not be any too plentiful, and the chances are that there will be more or less competition in the buying of them, so it might be well for those manufacturers who will be in need of choice goods not to delay too long after packings have once started in having reservations made. Of low grades of Resagos there will be an abundance. As far as is known the crop is a good burner, not only when rolled up into cigar shape, but the test of a match to a leaf shows free combustion, and which is one of the most important features; in fact it might today be said to be an absolute necessity, this free combustion, to sell them. Nothing can be said yet as to prices, however these will be comparatively moderate and in situation with the existing conditions, naturally supply and demand will tend to regulate this.

In Vuelta Abajo there is nothing going on yet, owing to the same conditions of dry weather existing; the crop is certainly going to be of considerably less quantity of bales than the last one, owing to the easily confirmed fact of much less having been planted. The proportion of heavy or so-called "calidad" tobaccos will be a small one, a fair proportion of medium quality goods, and quite a quantity of flimsy or papery tobacco, and which lifeless grade may be serviceable if worked up at once, to mix in with old tobaccos of more quality. It is quite possible that among this year's crop some fairly good wrappers will be obtained, especially may this be true from shade grown vegas and providing they have received the proper care in the cultivation and in which the class of fertilizers will have played the principal role. The burn being all that can be asked, the small quantity of good bales which will be packed are sure to realize for the growers excellent returns.

Opinions about Remedios tobaccos are quite divided; some claim that the crop will be short and flimsy, especially those are of this idea who have large stocks on hand unsold, while others who have about sold everything are of the view that the crop will be just as large as last year, and while also admitting that there will be a fairly large quantity of light quality goods, nevertheless admit that there will be a sufficiency of heavy bodied first and second capaduras to go around. No firm yet seems anxious to entertain making packings, as they would first like to see how conditions will yet shape themselves. No doubt last year will repeat itself this one, and by which is meant that the moment one firm begins to operate in the country others will follow suit; however the losses sustained by those who last season made packings should make them more cautious as to what prices they pay for the tobacco in the "Matul" or bundle. In our market there are yet to be had plenty of good first and second capaduras at low figures, and it is surprising the little call those goods have, taking into consideration that our dealers are willing to sell them today below cost of production; in other words first capaduras can be bought considerably lower than prices paid last year for second capaduras; other grades of Remedios in like proportion.

While not a great deal, still there was a fair amount of animation shown in our leaf market during the past fortnight, and during which time some 6450 bales of all kinds of leaf were sold; of this quantity some 1800 bales of Remedios were purchased for export, about 250 bales of Partido, and 1000 bales of Vuelta Abajo; local cigar and cigarette factories acquired about 3400 bales; all of these sales were made at easy figures for the purchases and in some instances quite heavy losses were sustained by the sellers, and we have preferred rather to sell than wait and possibly take still larger losses later on. It is possible that more bales of Remedios have been sold than those reported, as in a few instances it was not found out the exact quantities disposed of, it having been asked by some buyers of the sellers not to disclose certain sales.

Exports of leaf tobacco in bales from the port of Havana from last reported up to May 2nd consisted of, all told, 6189 bales, of which the United States got 5353 bales, Argentine Republic 676 bales, Goteberg 110 bales (this destination is probably Norway or Denmark), and Gibraltar 50 bales.

Receipts of Leaf Tobacco From the Country.

	For three weeks April 16 to May 6, 1915.	Since January 1, 1915.
Vuelta Abajo	3,594 bales	34,368 bales
Semi-Vuelta	157 "	2,784 "
Partido	20 "	1,933 "
Remedios	2,625 "	56,019 "
Oriente	223 "	7,747 "

The only arrivals known are Quinto Fernandez, of Walter Sutter & Company (returned), and Lennie Greenhall, of New York.

E. E. Calves and Charlie Mitchell, of E. A. Calves & Company, returned to Philadelphia on the 4th; however the former is said to have given out that it will not be long before he will again be with us. These gentlemen during their stay of about a month with us acquired in all close on to 900 bales of some of the choicest vegas the market afforded.

One of our commission merchants who never cares to disclose for publication much as to his dealings has been buying quite a few lots for his clientele North, acting on cable or letter advices, as no customer has been seen recently with him while he has been examining tobaccos in a number of warehouses. This party is Leslie Pantin and, notwithstanding the quietness reigning, has been operating steadily.

Mark A. Pollack, accompanied by his family, will sail for a couple of months' sojourn in the United States next Thursday the 14th by the United Fruit Line steamer Calamres.

Ted Smith, of Hinsdale, Smith & Company, and who has recently purchased a country residence in Connecticut, will sail from here on the 28th so to get his dwelling in order when his wife and children arrive there a week later.

Pepin Rodriguez, of the popular "Romeo and Julieta" factory, will leave here on the 20th for his regular European sojourn and which as usual will keep him away from here for the next seven or eight months.

Pepe Muniz, of the well known Remedios and Vuelta Abajo warehouse of Muniz Hermanos, returned this week from a tour of the Sancti Spiritus section, and judging from opinion he expressed there will be a fair amount of good quality tobacco to be bought this season, but up to now nothing can be done, firstly owing to the dry weather and secondly because the farmer's pretensions are almost as high as last year.

Sobrinos de A. Gonzalez are now installing one of the most modern electric movable staircases in their mammoth warehouse and which will make so much easier work for their help and do away with the old time custom of their porters carrying on their shoulders the bales up the stairs to the second floor. The machinery, installing, etc., etc., will cost approximately about $5000, but it will be a saving of time besides alleviation of work to their help, especially during the hot summer. They certainly are to be praised for utilizing this up-to-date system.

Ernest Ellinger, of the firm of Ernest Ellinger & Company, of New York and Havana, is shortly expected at local headquarters.

Jose Fernandez, of the firm of Menendez & Company (Parra), and who has been seriously ill for quite a few months past, unfortunately continues in the same precarious condition and great doubts are expressed as to the possibility of his recovery.

H. Upmann & Company have been operating quite actively, especially in Vuelta Abajo vegas, part of which have been bought for some of their large customers in the United States market and the balance ostensibly for use in their factory, and which all things considered is today working with fair orders and steadily making further headway in the American market.

Behrens & Company, makers of the celebrated "Sol" cigars, are holding their own and according to one of the partners, Don Enrique Faedo, a strong run is being experienced for certain fancy sizes in the American market; at local stands they are also having a good call.

Partagas & Company were recipients of some very substantial orders recently, quite a few of which were from that part of the United States generally termed "the Coast" and no doubt a goodly part of the visitors to the Exposition are enjoying the fragrance of an aromatic "Partagas" *y nada mas.*

A slight improvement in general is noted in the majority of our most important cigar factories, although business cannot by any means be said to be anything near normal.

Exporters of 200 bales or more from the port of Havana for the time between April 18th and May 2nd were: Allones, Limited, 258 bales; Cuban Land and Leaf Tobacco Company, 339 bales; Leslie Pantin, 388 bales; M. Suarez, 205 bales; Max Stern, 709 bales; Virgilio Suarez, 847 bales.

Oretaniv.

Burley Tobacco Company Again on the Rack

Dissatisfaction on the part of some of the stockholders of the Burley Tobacco Company is said to be responsible for the suit filed in Lexington, Ky., recently, on behalf of three stockholders, asking that a receiver be appointed and that the assets of the company be sold and the proceeds divided among the stockholders.

The plaintiffs charge that there has been neglectful and fraudulent management of the company's affairs; that no dividend has ever been paid on the stock, which has depreciated in value; extravagance in purchases made, including the Strater Brothers' factory, at Louisville; that the management has never made a statement of the condition of the company; has borrowed large sums of money from banks, and that if the present course is continued the stock will soon be worthless.

They assert that since the purchase of the Strater Brothers' factory for $600,000 the brands have been allowed to deteriorate, and that tobacco to the value of $400,000 has been purchased, which eventually sold for approximately $300,000 because of the unfitness of the tobacco purchased for manufacture. The petition says that of the 2,000,000 shares of the company $1,050,000 worth of the capital stock of the corporation was subscribed in cash; that in 1909 the corporation handled the tobacco crop at a net profit of $320,000; that they have borrowed "as much as" $500,000 from various banks throughout Central Kentucky.

Upon its formation, the petition further states, the Burley Tobacco Company purchased numerous warehouses since 1912. According to the petition, all these houses have practically been vacant and have brought to the company practically no income as it is now being operated.

General incompetency is charged in the petition against the management and the officials of the Burley Tobacco Company. A request for a thorough examination of the books and records of the company and a full and complete statement of all of the conditions of the company to be made to its stockholders is made in their petition. The plaintiffs allege that such a request has often been made, but no statement has been made and no dividend ever declared.

Samuel A. Mickey, sales manager and the highest officer of the company in Louisville, said that he believed the suit was simply the expression of dissatisfaction on the part of the stockholders involved, and that as in the case of the previous suits of this character against the company, it will amount to nothing.

MANY CHANGES IN CIGAR IMPORTING HAVE COME SINCE OLD DAYS SAYS A. E. FABER, SR.

Cigars Used to Come in Hogsheads or Bundles—Handsome Packages Now Feature Imported Goods—Public a Fickle Customer

ONE of the most interesting interviews with cigar men who remember the old days was recently had with A. E. Faber, Sr., head of G. W. Faber, Inc., now at 30 West Thirty-seventh Street, New York.

Mr. Faber is still active in business at the age of eighty-four, and was a partner in the old firm established in 1848. Mr. Faber has been in business for sixty-seven years and has seen many changes in the methods of importing, in the rise and fall of cigar brands and in the shifting of the city's trade centers.

"In the old days," he said, "if the wind-jammers which brought our cigars from Havana, were fortunate to weather the storms off Hatteras, they discharged their cargoes on the Manhattan docks. They were then ready for delivery to the importers without further formality than a cursory examination and approximation of duties by the Government Inspector in charge of the dock.

"In those days the cigars either came in huge hogsheads, packed in bundles of 100 and wrapped in the fibre from palm trees, or in large, undecorated boxes of 500 to 1000 cigars each. When the smoker received one of these large boxes he could select for his own use the colors which pleased his taste and reserve the remainder for his friends.

"Today, when the Ward liners land our importations here regularly each Tuesday, the cigars are packed in finely decorated boxes of from 25 to 100, and the cigars in this packing are selected so that they are all of exactly the same color. Contrary to the old, easy-going, wind-jamming days, however, they are not available for the use of the owner for a week or more, as they have to be transferred to the Appraisers' Stores. There they are weighed and appraised and various stamps are put on the boxes. Ample time is given the customs officials to decide on how much duty they want those particular cigars to contribute to the funds of the Treasury Department.

"Another thing of interest that may not be generally known is that no effort was made in the old days to care for the consumers' interests by keeping his cigars in the best possible condition for smoking. Now things are different. For instance, in our new establishment we have a stock room or humidor which is so constructed as to care for fully 3,000,000 cigars at once. This room is provided with an air-purifying and regulating apparatus that maintains perfectly uniform conditions of temperature and humidity at all times, so that the cigars will be as nearly perfect for smoking as it is possible for human endeavor to make them. Experience has shown that varying atmospheric conditions quickly sap the fine Havana tobacco of its richness of aroma and flavor.

"One of the most peculiar things that I have noted in my experience in the importing business is the fickleness of public favor in the matter of fine cigars. Our records show that large importations were in years ago from factories that are today practically unknown in this market, while on the other hand, many of the most popular brands at the present time were unknown then. Many of the old brands have lost their popularity only for a time, being apparently forgotten only to come in for a new demand when the tastes of the smokers tire of the new favorites.

"This may be attributed in a large way to the varying crops of tobacco which Cuba produces, and the inability of the manufacturer to obtain tobacco every year of the same flavor and aroma. There is no consumer more insistent on absolute perfection than the smoker of fine cigars, and any failure on the part of a manufacturer to get tobacco up to the standard he has established most unquestionably means the loss of the popularity of his brands in this market. For this reason the success of the business of the importer of cigars depends largely on his judgment of the tobacco in them and his ability to select such cigars as will satisfy the popular taste.

"In the old days, sixty or more years ago, when I drove to Beaver Street from what was then a suburban home in Chelsea Village, or took the hourly bus to that part of the city, I found our place of business in the midst of our city trade, with all deliveries to be made within practically fifteen minutes' walk. In those days a location as far up as Thirty-seventh Street would have been the equivalent of one in the Bronx or Yonkers today. The matter of prompt deliveries alone, and the necessity for beating competition in that respect, gives an uptown location marked advantages at the present time because the big buyers of imported cigars are no longer in the Beaver Street neighborhood. It is particularly advantageous for out-of-town customers, who nowadays stop several miles north of Bowling Green.

"In view of the changes that have taken place in the city itself, as well as in its business methods in the past sixty-seven years, I often find myself wondering and speculating on what will be a central location for our business sixty-seven years hence."—N. Y. "Times."

Holland Firms Complain of British Embargo

William Meissel, president of Von Kapff & Arens, Inc., Baltimore, Md., exporters of Maryland tobacco, says the trade here is still receiving letters from correspondents in Holland complaining that it cannot receive Maryland tobacco contracted and paid for previous to March 1. Among the communications that have come to hand is the following from Lohse, Gerdts & Company, Rotterdam, under date of April 16:

"With reference to our circular letter of March 20, which was published in the Baltimore SUN, we beg to point out that the British Government has given permission that German goods, bought and paid for by Americans before March 1 may be shipped unmolested from the Continent to America.

"This proves clearly that the British Government does not object to the free export of German goods to the United States bought and paid for by Americans before March 1 and which principally, by lack of means of conveyance, remained unshipped so far. Moreover, it has been declared that tobacco grown in the Dutch colonies may be shipped from the colonies to Holland without any restriction, which tobacco is openly put on sale in Rotterdam and in Amsterdam, where anybody neutral or belligerent can purchase the same; and certainly the United States should insist upon it that its tobacco, especially such as was contracted for before March 1, be allowed to be exported on the same terms.

"Therefore, we urge you once more to bring these facts before your Government with the object of putting them before the British Ambassador there, trying to obtain from him a declaration that such goods as our tobacco, bought and paid for before March 1, may be shipped to our address without restriction as to its ultimate destination.

"A letter to the same purport has been sent to your Ambassador here, who is giving us his assistance, and no doubt he will communicate with your Government at Washington on this matter."

Last month two steamships sailed from here to Rotterdam with about 2000 hogsheads of Maryland tobacco, which, however, had to be addressed to the Netherlands Over Sea Trust Company, and the owners of the tobacco can get it after giving heavy bond that the tobacco is not to be shipped out of Holland.

Detroit

T. H. Perry & Co. Discontinues Retail Business—Marcelina Perez a Recent Visitor—Richard Bondy Looking After "Watt" Campaign

Detroit, Mich., May 10, 1915.

HARRY W. WATSON COMPANY, wholesalers in Detroit, have taken a long lease on the hugh building at the southwest corner of Woodward and Jefferson Avenues, and will occupy it starting June 1st. This new building will be exclusively for the firm's wholesale cigar and tobacco business. The company operates thirteen retail stands in Detroit, having just acquired one on State Street, and the former Snyder stand at Churchill's. The new location of the wholesale department is in the same block as John T. Woodhouse Company's store.

Charles W. Bird is now operating a store of his own at 14 Michigan Avenue, formerly occupied by Lester W. Wanamaker, who has moved to No. 18 Michigan Avenue. Mr. Bird has been with the Harry W. Watson Company for the past five years as manager of the company's retail stores. For his opening window he showed a line of "Webster" cigars, trimming the entire window with "Webster" advertising matter.

The Broadway Smoke Shop in the Broadway Theatre building has discontinued business. It was owned by T. H. Perry & Company, which firm will hereafter devote all its time and efforts to the wholesale business. Its offices are located in the Scherer Building. The company features "La Saramita", made by the Shields-Wertheim Company, of Cleveland.

J. S. Sauls, of the American Tobacco Company, has finished a campaign in Detroit on "Omar" cigarettes and is now working the state on this brand with a good-sized crew.

Edward Lichtig, Michigan representative for the Philip Morris Cigarette Company, left May 9th for a trip through the upper peninsula.

Marcelina Perez, of the Marcelina Perez Company, of New York, was here on May 7th and 8th, accompanied by Mrs. Perez. They are now on their way to the Pacific Coast. The trip will take from six to eight weeks.

Melvin Marshall, of Hillsdale, Mich., succeeds Henry Buckner in the cigar and tobacco business.

Herbert Earl, formerly clerk of the Hotel Pontchartrain cigar stand, is now behind the desk at the David Whitney store of E. M. Harris & Company.

Richard C. Bondy, of the Bondy & Lederer Company, was in Detroit early this month in connection with an extensive campaign on the "Watt" cigar, which is being jobbed here by the Payette-Walsh Company. This cigar is taking extremely well for a new brand. J. J. Foley, also of the Bondy & Lederer Company, was here in connection with a campaign on the "Tom Keene" cigar.

Payette-Walsh Company, Detroit jobbers, have added the "Harvester" brand to their list, and will be Michigan distributors.

D. W. Weiss, of the American Cigar Company, visited here recently. So did Jack Planco and William Best, Jr., of the Best & Russell Company.

Thornburg.

"United" May Locate Store in Watertown, N. Y.

It is reported that the United Cigar Stores Company are negotiating with Loveland Paddock, owner of the Cahill drug store in Watertown, N. Y., for the lease of the same with the view of opening a new store there.

Riker-Hegeman and "United" Merger Opposed

The government received a petition recently from the Independent Retail Tobacconists' Association of America, through its counsel, Henry H. Hunter, asking that the Riker-Hegeman Company be prevented from merging with the United Cigar Stores Company of America.

"The merger of two large systems, the largest in their respective lines in the world, would create one gigantic combine for the monopolization of trade in the tobacco line," the complaint alleges, "to the detriment and destruction of the independent retail dealer."

The complainant association includes independent dealers in Greater New York, and within a radius of a hundred miles of the city. It is alleged that the American Tobacco Company refuses to sell its products direct to members of the association, but by agreement disposes of them to the United Cigar Stores of America, which is connected with the United Profit Sharing Corporation, that deals in coupons and gift enterprises.

It also alleges that the United Cigar Stores of America is connected with the United Merchants' Realty Company, the United Window Display Company and the United Chemist Company. The petitioner states the belief that the Sherman Anti-Trust Act applies to this situation. It asks, in addition to the prevention of the merger with Riker-Hegeman, for the dissolution of the United Cigar Stores of America.

The Tobacco Trade in Liverpool

A noticeable feature of the tobacco trade during 1914 was that the year opened with fairly active and steady markets for both bright and dark tobaccos. The demand, however, slackened during the spring, the explanation being that large plantings were anticipated in the United States. Owing to adverse seasons, however, a full crop was not set out, and about June, in consequence of the outlook being bad, considerable sales were affected on this market at firm values, especially for dark fired tobacco of the better grades. The weather in the United States became more favorable and the fall was an exceptionally fine one, so that the crop, although short in acreage, weighed out heavily, and in the final result something like an average quantity of tobacco was reported as available.

War may affect the tobacco trade in different ways. In the first place, British supplies of raw material are drawn entirely from over-sea sources, and, to a large extent, from the United States, so that there is the primary risk of these being cut off or considerably reduced by the high rates of freights prevailing in consequence of the decreased tonnage available. Then there is the risk to which all commodities that may to any extent be classed as luxuries are exposed—that a reduction in the spending power of the community may lead to a decreased demand. Finally, tobacco is regarded as one of the most readily taxable of commodities when increased revenue is required.

On the outbreak of war the trade in tobacco received a severe check for a time. More normal conditions, however, gradually followed. Imports and deliveries proceeded about as usual, and toward the close of the year sales on this market were well up to the ordinary.

The most striking factor in the tobacco trade during the past two or three years has been the leaf tobacco. American leaf constitutes the greater bulk, and prices at the close of last year were 30 to 40 per cent. higher than at the commencement of 1913, and the trade claims this advance is primarily due to the rapidly increasing demand throughout the world, while there has been for different causes an absence of corresponding increase in production.—Commerce Reports.

Tampa

Factories Feel Gratifying Increase in Demand—Manufacturers to Test Bonded Stamp Price Ruling—A. L. Cuesta, Sr., En Route to Exposition—New Name for Quiros, Villazon y Ca.

Tampa, Fla., May 10, 1915.

It is encouraging to report that business conditions, locally, are decidedly satisfactory. Not only are many of the manufacturers keeping their factories going at a steady pace, but certain of them are enjoying a demand for their products that is extremely gratifying. Among the larger factories assurance attaches to the statement that a comparison of the business done thus far in 1915 with that done during the same period of the preceding year reveals increased returns. Bearing out this assertion is the fact that stamp sales for the month of April just ended disclosed a total of $72,015.70, an increase of $1396.12 over the sales for the same month in 1914.

W. P. Morgan, of the Morgan Cigar Company, manufacturers of the "Juan de Fuca", is now en route on a six weeks' trip to the Pacific Coast. This factory expresses satisfaction with the orders that are coming in on "Juan de Fucas" and states that the sales on this brand are increasing.

Custom collections for the month of April just ending totalled $146,476.49.

The Government seemingly having made up its mind that those manufacturers who have not yet paid the collection charges for their bonded stamps shall pay the original charge of $10 per thousand, up to the time that the charge was reduced to $1 per thousand, recently instructed Collector Griggs to place the matter in the hands of District Attorney S. S. Phillips for collection. Following this action, a meeting of all bonded cigar manufacturers was called, at which the case was discussed at great length. It was finally decided to employ an attorney to make a test case to ascertain whether or not those manufacturers who have not paid as yet will be compelled to pay the additional $9 per thousand.

A. L. Cuesta, Sr., of the "Truly Spanish House"; Mrs. and Miss Cuesta are now en route to San Francisco, where they will visit the Panama-Pacific Exposition. The trip will be devoted to business and pleasure, and according to plans as at present outlined, will cover a period of three or four months.

John C. Boltz, of the Boltz-Clymer Company, manufacturers of the "El Palencia" and "Flor de Sterling," is back again in Tampa, following his visit to Philadelphia.

Report from the San Luis Cigar Company is that they are well pleased with orders coming in at the factory. This concern has been in existence a little less than a month, and have as their principal product the "Above the Average," distributed locally by Eli Witt. A. H. Cross, well known in the trade, is in charge of the factory.

The firm of Quiros, Villazon y Ca. will hereafter be known to the trade as Arango, Villazon y Ca., Pancho Arango, known as the "Napoleon" of the tobacco industry, and reputed to be not only among the best known, but also among the most capable buyers in the clear Havana industry, having identified himself with the concern, assuming the office of president. Mr. Arango will make his headquarters at the Hotel Seville, in Havana, where he will be enabled to make the best purchases possible for the company. The factory will be in charge of Jose Villazon, whose extensive acquaintance with the cigar manufacturing industry augurs well for the future success of the brands of the new firm. F. A. Ryan, of Chicago, will control the selling end. Messrs. Villazon and Ryan, having already done much for the success of the company's brands "Rotary," "La Docilla" and "Villazon," the addition of Mr. Arango will round out a trio that will undoubtedly spell continued success for the new company.

Sanchez & Haya report the receipt of duplicate orders on their "Ignacio Haya." They report business good at the factory.

Matthew W. Berriman, of Berriman Brothers, is now in New York, following his residence of several months in Tampa. Mr. Berriman, who seemed much improved in health, left things running in a very smooth manner at the factory on his recent departure.

Much satisfaction is being expressed by V. Guerra, Diaz & Company, manufacturers of the "La Mega," relative to the business being done locally on this brand.

E. Regensburg & Sons report an unusually large volume of business. Jerome Regensburg, of the company, is now in Tampa on business and is located at the Hillsboro.

Perfecto.

Merchants of Tomorrow

Those who are the merchants of this generation necessarily cannot be the merchants of the next.

Who are going to take the places of the men who own the cigar stores of today?

Obviously those who are today clerks, employes in those stores.

Tomorrow's merchants are not going to be found ready-made any more than were those of today; they must begin at the beginning and develop, work up to ownership.

That means you, young men, who are today behind the counter waiting on the customers, have a chance to be tomorrow the proprietor of a store of your own.

The business world needs the right kind of young men to take charge of stores, and the sooner a young man makes himself fit to manage a business, the sooner he will be given a business to manage.

If you are not qualified to handle a business yourself, you would be harmed rather than helped by having one put into your hands.

What are you doing to fit yourself to be a manager, a real cigar merchant?

Merely to do your work every day as it comes along, will not improve your ability.

You young men who want to have stores of your own later (and those who have no ambitions to get ahead need pay no attention to this), should be making it your business to learn something new every day about the work required of the men who occupy positions higher up in the business.

Do your own work well and seek to learn ways of doing it better, but at the same time study the requirements of the position to which you want to be promoted or the qualities required of a successful proprietor.

In order to learn you have to ask questions and look for information wherever it is to be found.

You ought to read the trade journals and keep well informed about the changes, new openings, new brands, etc.

Make the retail cigar business your study just as a young lawyer must make the law his study, or a young doctor medicine.

Knowledge of business methods means power in business.

You can make yourself a power in business tomorrow by studying business today, or you can guarantee yourself an insignificant position in the future by taking no significant steps today.

It is up to the clerks, the employes of the present, to make good as the proprietors, the employers of the future.

A. U. T.

Statement of Business of United Cigar Stores

In view of the latest complaint against the United Cigar Stores Company, the official statement as to the amount of business these companies control, compared with the total amount of business done in similar lines in this country, is therefore rather interesting.

The United Cigar Stores Company handles approximately 4 per cent. of the retail tobacco business of this country. It has only one-sixth of 1 per cent. of the total number of retail tobacco stores in the United States. The United Profit Sharing Corporation does considerably less than 1 per cent. of the coupon business of this country. The drug business of this country amounts to approximately $2,500,000,000 a year. Of this total the Riker-Hegeman Drug Company handled in 1914 approximately $15,000,000. At the time of the dissolution of the American Tobacco Company, the old combination handled approximately 86 per cent. of the cigarette business of this country. This left 14 per cent. for the independents. The Tobacco Products Corporation represents a combination of a few of these independents. A conservative estimate would be that the Tobacco Products Corporation today does not do over 1 per cent. of the cigarette business of this country, and a large majority of its business is cigarette business.

The United Cigar Stores Company is classified as a jobber in its dealings with the manufacturing tobacco companies. This is because of the large amount of business it handles as compared with any other single concern. This fact has received the approval of the Department of Justice and there is no reason for the belief that there will be any change in this attitude.

One in close touch with the affairs of the various tobacco companies, although not a director in any of the Whelan properties, says relative to this last complaint:

"The so-called independent retailers have seen the growth of the United Cigar Stores Company of America from a few small stores to an aggregation numbering over 800, and have been powerless to check this growth. The business has been built up on efficiency. The independents have appealed to Washington in a number of instances, but the Government has paid very little heed to their appeals.

"The development of the United Cigar Stores Company is a logical result of a plain, aggressive, alert management—a body of employees trained in the highest art of salesmanship."

New Indianapolis Jobbing Firm Incorporated

Samuel D. Pierson, C. W. Pierson and Coro Pierson are named as the incorporators of the newly incorporated jobbing firm known as the S. D. Pierson Company, doing business at Indianapolis, Ind. Samuel D. Pierson, who has been an active factor in the cigar jobbing business of Indianapolis for a number of years, is named as head of the company, which has been incorporated under the laws of Indiana with a capital of $25,000.

Tobacco in the Valonia District of Greece

The Valonia district of Greece produces large quantities of tobacco. There are three fairly distinct kinds produced, known locally as Tsembelia, Aromatic and Basma. The article is light in both color and weight. The leaf varies from 4 or 5 inches long in the Aromatic to 9 or 10 inches in the other grades. All three kinds are best suited for making cigarettes, of which grade quantities are manufactured and consumed in the district. The annual exports of tobacco from the district are large, varying in value from $600,000 to $900,000. Egypt is easily the best customer, with Germany, Austria and Malta standing next. The Netherlands and the United States also take considerable quantities. The declared exports of tobacco to the United States for 1914 were $146,730, as compared with $81,707 for 1913.

Trade Jottings

S. R. Moss, the well-known manufacturer of Lancaster, Pa., is now recovering, following an illness of seven weeks' duration.

Faber & Wolf, Walnut Street near Sixth, Cincinnati, Ohio, jobbers, who opened for business but a short time ago, state that they are pleased with the business being done thus far.

In order to devote his attention exclusively to his jobbing business, Al. F. Muskopf, Buffalo, N. Y., has sold his retail store located at 932 Northampton Street, that city, to Mrs. P. J. Manley.

J. G. Sasscer, 617 Lennox Street, Baltimore, Md., formerly identified locally with the Liggett & Myers Tobacco Company, has entered the jobbing ranks in that city. His nickel leader is the "Oroma."

The Grathwol Cigar Company, St. Paul, Minn., report effective assistance from Charles Staples, who recently visited the company in the interests of the "Savarona," manufactured by the Cayey-Caguas Tobacco Company.

The Cavalla Tobaco Company, Peter Denagis, proprietor, has opened for business at Third and Chestnut Streets, Milwaukee, Wis. The place is attractively furnished and among the brands carried are a number of those which have been well advertised.

The cigar department of the National Grocery Company, Seattle, Wash., is at the present time waging an aggressive campaign on the "San Felice," manufactured by the Deisel-Wemmer Company, of Lima, Ohio. I. M. Cohen is manager of the cigar department.

Owing to the increasing demands made on its business, The Bieringer Brothers Company, Boston, Mass., have leased two large floors in a building on State Street, that city, and expect to occupy their new quarters about July 1st. Double the present space will be then available.

Barnes, Smith & Company, Water Street, Binghamton, N. Y., known through their "Red Dot" cigar, wrapped with Connecticut broadleaf and of mild flavor, announce that they will shortly increase the size of their factory. They also announce an additional increase of 100 or more in their employees.

"Ignacio Haya," in six sizes, manufactured by Sanchez & Haya, Tampa, Fla., is proving a winner in Baltimore, in which city it is distributed by Lilly, Dungan & Company, who only recently took on the brand. This company states that the packing is a splendid one, and that they are well pleased with the reception thus far given to the brand.

Richard J. Bockhorst, Cincinnati, Ohio, well known locally in his capacity as cigar salesman, has entered the jobbing business on his own account, and will feature "Gold Seal" and "Aerie King," both brands retailing at five cents straight, and "Dick's Big Havanas," which will retail at two for five cents. Mr. Bockhorst will be located on Beach Avenue, Price Hill.

Deaths in the Trade

Charles Mattheas

FOLLOWING almost a year's illness, Charles Mattheas, who founded the old jobbing firm of Charles Mattheas & Company, San Francisco, Cal., recently died at his home in that city. Mr. Mattheas was a native of Germany, and on coming to the United States entered the cigar and tobacco business. Eventually he established a large jobbing business which he carried on for a number of years at 1354 Market Street. Following the San Francisco fire in the spring of 1906, Mr. Mattheas was compelled to seek temporary quarters elsewhere. Later he located at Pine and Front Streets, at which place the business is still carried on. The business is to be continued under the direction of Karl Mattheas, Mr. Mattheas' son, who became associated with his father some years ago. Mattheas & Company have attained much prominence in local territory through their distribution of the Regensburg brands, which distribution they have taken care of for a long time. Mr. Mattheas is survived by a widow, his son Karl and two daughters.

Marks Starlight

Marks Starlight, senior member of the firm of Starlight Brothers, Inc., cigar manufacturers of 172 Pearl Street, died recently at his home in the Savoy Hotel. He was sixty-eight years old.

The deceased was a native of Austria and came to this country in 1872. He was very active in Jewish charitable work and was connected with the Mount Sinai, Lebanon and Beth Israel Hospitals. He was also connected with the United Hebrew Charities, the Home for Aged and Infirm Hebrews, the Montefiore Home and many others.

He is survived by three daughters and three sons.

Edward Lefling

Edward Lefling, a former cigar manufacturer of Wallingford, Conn., died recently in the Grace Hospital, of New Haven, following a brief illness.

The deceased was born in Hamburg, Germany, in 1853, and came to the United States in 1881. He was a member of many fraternal orders and German societies.

New Jobbing House for Los Angeles

The California Cigar Company, Los Angeles, Cal., Messrs. Reynolds & Lindheim, proprietors, is a new jobbing concern recently opened in that city. Both Messrs. Reynolds and Lindheim are well acquainted with the cigar business and carry among their other brands Arguelles, Lopez & Brother's "Tadema," and the "Royal Banner," manufactured by the Banner Cigar Manufacturing Company, Detroit, Mich.

Fitzpatrick & Draper, formerly of Troy, N. Y., cigar manufacturers and jobbers, are now located at Kingston, N. Y., where their factory is situated.

J. HUNTER BROOKE A SUICIDE.

Widely Known Business Man Takes His Life in Cemetery—No Explanation Found for the Act

NO explanation has yet been found for the suicide of J. Hunter Brooke, the widely known business man and secretary-treasurer of the Weyman-Bruton Company, manufacturers of snuff, at 50 Union Square, New York. Mr. Brooke was found dead recently near the graves of his father and mother in the cemetery north of Media, Pa. Beside the body was a revolver from which one shot had been fired. The bullet had been fired through the roof of his mouth.

Mr. Brooke was a widely known clubman and a member of society. He had been married June 18, 1914, and is survived by his bride and a week-old baby. Mr. Brooke is known to have been greatly worried over his wife's condition, and it is believed that he became temporarily deranged from nervousness and worry.

The news of the finding of the body spread quickly in this city and New York, where Mr. Brooke was connected with the Weyman-Bruton Company, a subsidiary of the American Tobacco Company. The news also was sent to Garden City, Long Island, where he had maintained a fine home and where his wife, a bride of about a year, and a baby daughter, not quite a week old, live.

When news of the suicide reached Garden City, Long Island, it was kept from Mrs. Brooke, owing to her health. Her sister, Mrs. John Branden Austin, and the latter's husband, who is general superintendent of the Long Island Railroad, went to Media. Mr. Austin later made this statement:

"There is absolutely nothing to explain Mr. Brooke's act. He was successful in business, was happily married and in excellent health, with the exception that he had been nervous of late. I think he had worried a great deal over his wife's condition. I think his act was the result of a sudden impulse. Mr. Brooke was a very methodical man. He never had any bad habits and took the best of care of himself."

The following statement was made by J. Peterson, president of the Weyman-Bruton Company, with which Mr. Brooke was associated:

"J. Hunter Brooke has been associated with this company since its organization and prior to that time with its predecessor, over a period of some twenty years. Mr. Brooke was exceptionally qualified for his position. His department of the business is throughout, as it always has been, highly efficient—everything is right up to the hour and his accounts correct in every respect. Mr. Brooke was a man of exemplary habits—he was well paid, thrifty and lived well within his income, and leaves a comfortable estate. His death was a great shock to his business associates, and the company has lost a valuable and trusted officer. They can attribute his act only to a mind temporarily unbalanced through a nervous breakdown."

J. Hunter Brooke was the son of the late Nathan Brooke. He was born in Media and educated at Swarthmore College. His grandfather was H. Jones Brooke, who built and founded "Brooke Hall," a school for young women in Media. The deceased was in his forty-seventh year.

The recent purchase of the store of the Kehl Cigar Company, Sheboygan, Wis., by A. E. Burlingame & Company, Milwaukee, Wis., which company owns a chain of stores throughout Wisconsin, makes the seventh link in the chain. The other stores operated by this company are located at Eau Claire, Wausau, Chippewa Falls, Stevens Point, Marinette and Racine.

RETAIL KINKLES

Catchy Schemes Used Successfully By Thinking Men To Improve, Enlarge and Popularize Their Business . . .

Memorial Day

Memorial Day, which heralds the beginning of the outdoor life, affords cigar and tobacco merchants excellent opportunity for seeking new business, and securing new customers that will, if properly catered to, remain warm friends and boosters.

There is no better way of attracting the attention of the smoker who passes your door and buys his smokes at the corner than through the medium of window decorating, and the display of souvenirs for children and grown-ups.

As this anniversary falls on Sunday, and custom has decreed that the day following shall be observed, there is splendid opportunity for an increased week-end and Saturday business.

Being the first of the summer holidays, many smokers make plans ahead to spend as much time as possible out of doors, and away from their usual surroundings. This brings the necessity for purchasing an extra supply of their favorite smokes for their own use and, should occasion arise, to accommodate some of their friends.

What stronger appeal could be made than the offering of a dependable lighter, match safe, cigar and cigarette case, or waterproof pouch for smoking tobacco? When these goods are sold over the counter or offered as a premium they should be displayed in the window, and cards announcing their price, or the amount of goods necessary to secure one free, should also occupy a place of importance in the window decorating scheme, so that even the casual passerby will know at just what price these goods can be obtained.

The dressing of the window should take place at least one week prior to the date of celebration, in order that the customers who drop in but once or twice a week will be cognizant of the special offer and take advantage of it. This will also permit regular and possible customers an opportunity to compare the better value which you are offering with what is offered by your competitor.

Where plans are made to direct an appeal through the mails these should be timed so that they will reach the customer from four to five days ahead of the date, and emphasis should be made of the fact that, in view of the two-day period of Sunday and Monday, an increased number of cigars and cigarettes will be required. Mention should also be made whether or not the dealer will be closed, and if so, just the hours that he will allow his own clerks for recreation.

The dealer will make no mistake in continuing the window decorating and special offer for several days after the month has expired, as this will permit some friends of your regular customers taking advantage of your special prices or premiums, who learned it while away on their outing.

* * *

Enticing The Consumer

Cigar and tobacco stores located in residential sections can offer premiums for the return of cash register slips or coupons that would not have as good results if the same premiums were offered in the business sections.

One dealer, located in a suburban district and realizing that many of his neighbors purchased their perfectos near where their business was located, conceived the idea of leveling off and sowing with grass seed a plot of ground adjoining his home. After the lapse of sufficient time this merchant installed an old fashioned croquet set, and sent out invitations to the families in that vicinity to use the grounds and set at their convenience without charge.

In a short time the number of players had increased to such an extent that additional room was required, and the merchant leveled off and utilized additional space, until there were three sets at the disposal of his friends and neighbors. This number also proved insufficient, and it was then that the plan as originally formed was placed before the public. For the return of a given number of sales checks, a croquet set was delivered to the home of the patron, and the delivery boy would upon request place the stakes and wickets in their proper places and at proper distances.

Here again was the shrewd merchant wise, for the delivery guaranteed him the correct name and address of possible customers for the purpose of mailing them letters when special prices prevailed, or when some attractive premium was ready to be launched.

The men were principally men employed in stores and offices and welcomed the opportunity of an hour's pleasure in the open air, before or after the usual dinner hour, and formed matches between the residents of given blocks, the winner to be presented with a smoking table, donated by the tobacconist.

* * *

There may be some cigar and tobacco dealers who are at a loss to know just what sort of window decorating would make a direct and immediate appeal for the Memorial Day period.

How To Fix The Window

Where window space permits, an attractive background can be secured by draping one or two American flags in such a manner that the centre portion and the two outside ends are the same height, and the part not so fastened can lay in folds or waves.

A picture of Lincoln or Grant might with propriety be used as a central object, the frame of which should be wrapped with some black material.

The bottom of the window should also be black or a deep shade of blue, and upon this should be placed the packages used for display purposes, care being exercised not to overcrowd.

The number of boxes of cigars or packages of cigarettes should be determined by the amount of space available, and should be so placed that if premiums are to be given, these can occupy the space between the boxes or packages. Where display cards are used, these can be located at or near the corner of the window, but so placed that they do not obstruct the merchandise, nor the principal or central picture.

Smaller American flags draped with a black band could also be displayed to advantage in filling up unoccupied space, or relieving a one-color effect.

* * *

The S. H. Brunswick Co., Pittsfield, Ill., has taken over the jobbing business of the Sol. H. Cohn Company, located at 110-12 West Eleventh Street, Kansas City.

San Francisco

Investigating Slump in Manila Shipments—Juan y Teuason, of Germinal Factory, Here—Trade Mourns Loss of Charles Mattheas

San Francisco, May 6, 1915.

THE weather is still at odds with the trade as far as present business is concerned. There has been very little sun and quite a bit of rain during the last few weeks; and this is believed to have had an adverse effect on retail business, but it is said to have given California the promise of the biggest crops in the history of the state. This will, of course, mean big things for all lines next fall; but, for the time being, everybody would be glad to see a little sunshine and some spring weather.

Jobbers and manufacturers' agents in general report that business is rather quiet in both the city and the country. In San Francisco the Exposition is doing some good; and, with some fine spring weather, retail sales would not be so bad. Elsewhere along the Coast the cigar business partakes of the general slackness pervading all lines of business.

J. J. Rafferty, Collector of Internal Revenue for the Port of Manila, P. I., arrived in San Francisco a few days ago in company with a special committee appointed by the Governor General of the Philippines to investigate a number of things. Among other investigations to be made, it is understood that one of the most important relates to the $40,000,000 slump in the United States importations of Manila cigars. According to interviews given in the daily papers, Mr. Rafferty seems quite satisfied that the real difficulties are embraced in the overloading of the American market with inferior stuff at the time the free trade enactment with the Islands went into effect and in the lack of advertising. These are recognized by local importers as very real sources of trouble; but the one big thing that has caused the tremendous slump in shipments to the United States since the outbreak of the European war appears to have been overlooked. This cause is the practical or actual bankruptcy of all but a few of the Manila manufacturers. As the trade here gets it, the Manila manufacturers were accustomed to get advances on shipments from Oriental bankers supplying European money. When the money advances from these sources were cut off, the export business of most of the Manila manufacturers had to stop for the simple reason that they had not the capital to meet the requirements of payrolls during the three or four months required to send shipments to America and make collections on them. Of course, there are other items such as increased freights and war insurance to be considered; but, in the main, the cause is financial and will continue until larger capital is invested in the manufacturing end or credit re-established as before the war broke out.

Another prominent man from Manila is Juan y Teuason, of the Germinal factory, one of the big fellows in the Island city. Mr. Teuason is here with his family and some friends, primarily to visit at the Exposition, but also to take a look at the American cigar trade and see what the possibilities are for more business for the Germinal factory.

The San Francisco trade is now mourning the loss of Charles Mattheas, who though by no means an old man, had long been one of the busy active members of the San Francisco and California wholesale business. Mr. Mattheas came to California in his early youth, and before many years was established in a thriving wholesale cigar and tobacco business. This later became and continued Charles Mattheas & Company, Mr. Mattheas and his son Karl being the controling factors in the business. So long ago that nobody remembers when, Mr. Mattheas took the distribution for this territory of E. Regensburg & Sons "American" cigar; and that line is still the leading brand of the house. The Mattheas establishment on Market Street was burned out at the time of the great fire in 1906. When the time came to get permanently located after the fire, it was decided to come further down town than before, so the location at Pine and Front streets was chosen. Mr. Mattheas was taken seriously ill about a year ago; and though he was at the time of his death only fifty-six years old, his death has been expected for some time. The business is being conducted by Karl Mattheas without change, the latter having been in sole charge ever since Mr. Mattheas' illness became serious.

The Japanese steamer Mexico Maru, which sailed from Seattle last week, carried with her for the Orient 21,250,000 American cigarettes. The shipment is partly for Shanghai and partly for Singapore, and is said to be one of the largest shipments ever sent out from Seattle.

C. E. Soper, of Los Banos, Cal., has been doing the Exposition this week. He will pay a little attention to the local wholesale trade if he gets time.

C. "Webster" McCormick, factory representative in the West for Y. Pendas & Alverez, is expected back this week from a stop of nearly a month in Los Angeles. While in town he will make his headquarters with H. L. Judell & Company, distributors of the "Webster" in this section.

Emil Judell, of H. L. Judell & Company, returned a few days ago from a run through Nevada, where he found things recovering but still rather slow. Milton Glass, traveling representative of H. L. Judell & Company, has had the Judell samples in the Sacramento Valley this week supplying the trade with "Websters", "Watts" and "Chancellors". H. L. Judell & Company are well pleased with the way their newest acquisition, the "Chancellor", of the American Cigar Company, is catching on in their territory. Mr. Judell says that the After Dinner size is one of the very best sellers.

Charles Kohlberg, of the selling force of H. L. Judell & Company, is now in Sacramento, where he went to meet his mother, who is coming out from New York to see the Exposition and for a visit with her son.

A receiver has been appointed for Sig Sichel & Company, of Portland, Ore., one of the best known cigar houses on the Coast. The liabilities are placed at $50,000, one of the chief creditors being Frank Garcia & Brothers, of Tampa. The house is now closed; but a report from Portland says that there are hopes that some sort of a settlement can be made so that the business can be reopened before long.

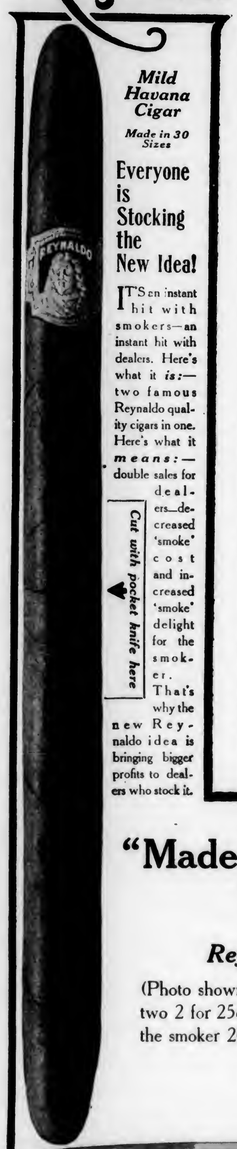
Sol Kahn, the Pasadena cigar man, who is also the only calabash grower and calabash pipe manufacturer in this end of the earth, has been spending some time in San Francisco, mostly at the Exposition grounds. Mr. Kahn has an interesting display of his goods at the M. A. Gunst & Company temple "On the Zone" at the Exposition.

Allen.

Lancaster "United" Store Has Big Opening Day

The United Cigar Store, recently opened in Lancaster, is reported to have made 2500 sales on its opening day. Attractive souvenirs were given out and the store was crowded most of the time. F. B. Kreider is local manager with W. E. Schultz as assistant. Harry Fried, of Allentown, assisted during the opening day.

NOW AND FOREVER Reynaldo



Mild Havana Cigar

Made in 30 Sizes

Everyone is Stocking the New Idea!

IT'S an instant hit with smokers—an instant hit with dealers. Here's what it *is:*—two famous Reynaldo quality cigars in one. Here's what it *means:*—double sales for dealers—decreased 'smoke' cost and increased 'smoke' delight for the smoker. That's why the new Reynaldo idea is bringing bigger profits to dealers who stock it.

Cut with pocket knife here

"Made So Well This Generation, It Will Remain The Next Generation's Favorite"

Reynaldo Economics

(Photo shown at left) are packed fortieths, being two 2 for 25c cigars made as one and costing the smoker 20c, or 10c each.

Reynaldo Duets

(Photo shown at bottom) are packed fortieth and twentieth, being two 10c cigars made as one and costing the smoker 15c, or 7½c each.

Luckett, Luchs & Lipscomb, Bulletin Building, Philadelphia, Pa.

Cut with pocket knife here

What Is a Salesman?

Some one asked the other day "What is a Salesman?" How would you answer this question in fifty words if a big silver loving cup were offered as a prize for the best definition? Here is what one man says in defining the word, "One who sells—satisfies both employer and customer. Serving justly the interests of both, using initiative and originality to constantly increase sales without misrepresentation or losing customers by selling something not wanted. A good salesman will study to acquire knowledge concerning the goods and their merits. Also to cultivate a pleasing, dependable personality that will inspire and hold confidence." This definition, indeed, has many marks of merit and it would be well for every person connected with the retail cigar business to read it carefully. There are some who will disagree with the above definition. For instance, I showed it to a cigar salesman the other day, and he said: "I call a man a salesman that sells a person a safe when he comes in to buy a waste basket." Others to whom I have showed this fifty word definition gave their versions as follows:

"A salesman, as generally known, is one who sells goods, but he is far more than this; he is the giant of commercial activity. It is he that keeps your factories belching forth great clouds of smoke. He is the most active being in the universe."

"One who, without cutting prices, sells an article of not more than equal merit in such a manner as to cause his customer to send for him when again ready to order."

In my own estimation, a salesman should first study what he has to sell and then pick out a class of dealers or retailers who should sell that particular class of cigars. For instance, we at the Pontchartrain do not handle five-cent cigars, so how foolish it would be for a salesman selling five-cent cigars to try and tell us what great stuff he has, yet his line of talk would go all right to the average retailer who does handle nickel goods. On the other hand, a man selling cigars at ten cents and up has a chance to do business with us if he has the right goods and is himself the right type of salesman. Of course, after all the thing that counts is "will your goods sell?" We may give a man a trial order, but if his goods have no merit and do not sell, we would not be justified in reordering. On the other hand, if his goods have merit, there are lots of ways the retailers can push the goods out if he is sure they will please the customer. I must again repeat that creating a demand with the retailer can be done to a great extent through the trade press.

A. U. T.

Says Outlook Is Bright

When asked as to the results of his Western trip, from which he returned last week, Graham Davis, general sales manager for Bondy & Lederer, manufacturers of the noted "Tom Keene" cigar, stated that he had found the business outlook unusually bright. He stated that the orders on "Tom Keenes" packed in humidor hinged-top cans, has exceeded their fondest hopes. Mr. Davis also stated that though the factory has been running to capacity since the first of the present year, that they have not fully retrenched on their orders.

The following change in the salesmen of the O'Malley-Liddy Cigar Company, Kansas City, Mo., is announced. R. E. O'Malley will look after the downtown district and outlying territory. The southeastern section of the city will be given to James Lynch, while the southwestern section of the city will be under the direction of Fred Burns, who will also represent the company in Kansas City, Kansas. The northeastern section of the city, will be looked after by George Kopf, who was formerly connected with the Parker-Gordon Cigar Company.

Letters to the Editor

An Appreciated Letter

QUAKER CITY, O., May 5, 1915.

Editor TOBACCO WORLD,
Philadelphia, Pa.

Dear Sir,—Why is it we always watch the mails for THE TOBACCO WORLD? Why do we search through each page? For the reason that it fills the mind with just what one is looking for.

Yours very truly,
C. A. MAX.

Travel Stamps Wanted

BROOKLYN, N. Y., May 11, 1915.

Editor THE TOBACCO WORLD:

Dear Sir,—Will you please, at your earliest convenience, inform me how I may get in touch with the new corporation formed to issue "Travel Stamps"?

Hoping to hear from you, I am,
Yours very truly,
J. H. KEATING.

Answer.—Address, Travel Stamps, Inc., 115 Broadway, New York City.

Factory Number Wanted

NEWARK, N. J., May 6, 1915.

Editor THE TOBACCO WORLD:

Please inform me who is listed under Factory No. 2530, Ninth District of Pennsylvania, and oblige,
Yours very truly,
"FACTORY."

Oscar Smeltzer, Bittersville, Pa.

PHILADELPHIA, PA., May 6, 1915.

Editor THE TOBACCO WORLD:

Will you kindly advise me the name of firm manufacturing cigars under No. 958, Ninth District of Pennsylvania, and oblige,
INQUIRER.

Answer—John G. Root, Reamstown, Pa.

SIGNS THAT TALK

Paper Enameloid Signs

For indoor advertising this product of our factories leads the field. The improvement in business is indicated by the rapid increase in orders from cigar and tobacco manufacturers for our High Class PAPER ENAMELOID SIGNS.

These signs *compel* attention. For reviving business in old territory or for introducing your products in new districts our signs excel in the matter of RESULTS.

Samples Sent to any Rated Concern

WE CATER TO QUANTITY USERS AND MANUFACTURERS

Tobacco in the Cienfuegos District of Cuba

Tobacco, a very important Cuban product, will not be extensively cultivated this year in the Cienfuegos district, owing to three principal causes: (1) The war in Europe practically closed that important market to Cuban tobacco; (2) frequent and copious rains during the so-called dry season spoiled the seedlings in almost every tobacco district, and badly damaged the young plants in places where some seedlings were saved; (3) some of the lands in the Cumanayagua and Manicaragua regions, considered the best in Cuba for tobacco culture, have been planted with sugar cane, with far better results for the agriculturist.

Kaffenburgh, an American concern, and others under contract to supply certain factories in the United States, will plant some tobacco in this district, but on the whole the tobacco crop this year will be insignificant, and it is anticipated that practically no tobacco will be exported from Cienfuegos.—Commerce Reports.

Sidney Freeman, who represents several well known Manila cigar manufacturers in the United States, was a recent visitor in New Haven, Conn., where he placed some nice orders.

PIPER Heidsieck

CHEWING TOBACCO

Champagne Flavor

Every leaf of ripe, golden brown tobacco used in "PIPER" is carefully selected from Nature's choicest crops, clean, sweet and mellow. Our workmen are experts at blending the richness through the plug. "PIPER" is made as carefully as a pure food—it is wholesome, healthful, satisfying tobacco.

The world-famous "Champagne Flavor" of "PIPER" has added a rich, wine-like tang to the tobacco which is supremely delicious. This wonderful flavor of "PIPER" is found in no other tobacco.

Sold by dealers everywhere in 5-cent cuts and up—also in the new Foil-Wrapped 5-cent Pocket Plug and in handy 10-cent Tin Boxes

The American Tobacco Company

THE TOBACCO WORLD REGISTRATION BUREAU

The Tobacco World, established in 1881, has maintained a Bureau for the purpose of Registering and Publishing claims of the adoption of Trade-Marks and Brands for Cigars, Cigarettes, Smoking and Chewing Tobacco, and Snuff. All Trade-Marks to be registered and published should be addressed to The Tobacco World Corporation, 236 Chestnut Street, Philadelphia.

One Dollar for each title must accompany all applications. In case title or titles cannot be registered owing to prior registration, same will be returned immediately, less our usual charge for searching and return postage, or it will be credited if desired.

☞ **Positively no responsibility assumed for errors, duplications or any controversies which might arise. We will not under any circumstances act in a legal capacity in cases concerning disputed titles. We maintain a bureau of records only.**

REGISTRATIONS.

BOSTON BRAVES:—30,890. For cigars. April 28, 1915. J. W. Strieder Co., Boston, Mass.

SOLDIER'S CLUB:—30,891. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. April 28, 1915. J. L. Greenberg, Chicago, Ill.

CHEERFUL TIPS:—30,892. For cigars. April 28, 1915. Petre, Schmidt & Bergman, Philadelphia, Pa.

DIAMOND YARA:—30,893. For cigars, cigarettes and tobacco. April 28, 1915. S. Lowenthal & Sons, New York, N. Y.

FRISCO SMOKER:—30,894. For cigars. April 30, 1915. J. W. Strieder Co., Boston, Mass.

LADY EVERGREEN:—30,895. For cigars, cigarettes and cheroots. May 1, 1915. John Sliwinski, Chicago, Ill.

SILVER AXE:—30,896. For cigars. May 3, 1915. H. Z. Kulp, Lederach, Pa.

LITTLE PIKER:—30,897. For cigars. May 3, 1915. Great Central Tobacco Works, Cedar Rapids, Ia.

BROADWAY GIRL:—30,898. For cigars. May 4, 1915. Charles Deschler, Los Angeles, Calif.

BROADWAY FAVORITES:—30,899. For cigars. May 4, 1915. Merchants Cigar Box Co., Dallastown, Pa.

TITLE AND TRUST:—30,900. For cigars. May 5, 1915. The Randall-Landfield Co., Chicago, Ill.

LUSCICO:—30,901. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. May 6, 1915. Harry Lustgarten, Chicago, Ill.

A. B. C. ALWAYS BOOSTING CONNELLSVILLE:—30,902. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. May 6, 1915. J. H. Doyle, Connellsville, Pa.

USELESS CLUB:—30,903. For cigars, cigarettes, cheroots, chewing and smoking tobacco. May 6, 1915. Chas. Sullivan, Chicago, Ill.

JAN KILINSKI:—30,904. For cigars, cigarettes and tobacco. May 7, 1915. Sidney J. Freeman & Co., New York, N. Y.

HAM AND BUD:—30,905. For cigars. May 8, 1915. Merchants Cigar Box Co., Dallastown, Pa.

313:—30,906. For cigars, cigarettes and tobacco. May 8, 1915. Jack Tobias, Chicago, Ill.

STAND UP:—30,907. For cigars, cigarettes, cheroots and tobacco. May 8, 1915. Wadsworth-Campbell Box Co., Detroit, Mich.

L. AND D. LIDDLE AND DUNNING:—30,908. For cigars. May 8, 1915. George Taylor, Scotia, N. Y.

SHONOPA:—30,909. For cigars, cigarettes and tobacco. May 10, 1915. Shonopa Cigar Co., Joplin, Mo.

DETROIT FASHION:—30,910. For cigars, cigarettes and cheroots. May 10, 1915. Davis Cigar Co., Detroit, Mich.

MOTHERWELL SCHMIEDES STRIPE:—30,911. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. May 10, 1915. Pasbach-Voice Litho. Co., New York, N. Y.

TRANSFERS.

ALGARA:—32,521. For cigars, cigarettes and tobacco. Transferred April 29, 1915, to A. Santaella & Co., New York City, by Chas. Stutz Co., New York, N. Y.

Leaf Tobacco Notes

PENNSYLVANIA

Lancaster, Pa.

The recent cold weather was a source of great uneasiness to the tobacco growers of Lancaster County, as it threatened to delay the planting of the new crop. The warm weather of April gave the seed beds a great start and the plantations were developing finely, but the cold weather gave them quite a setback.

So far the seed beds have escaped ravages of the snails and other pests, a state of affairs attributed to the scientific treatment of the soil of the beds before the seed was planted, in accordance with the instructions given by the experts at the Government Experimental Station in this county.

It is now believed that as large an acreage will be planted as last season, in spite of the growers' dissatisfaction over the prices received for their 1914 crops.

VIRGINIA

Richmond, Va.

With an unexpected sale of North Carolina burley tobacco on Tuesday last and quite a good, but small break of sun-cured leaf on Friday, the Richmond warehousemen and tobacco buyers found a little something for their idle hands to do the past week.

The burley break at Shockoe warehouse consisted of something over 15,000 pounds of the weed that came from Western North Carolina, and the manufacturers, in order to encourage this business as much as possible, turned out in as full force as if a sale of huge dimensions had been announced. They paid outside figures for the burley.

The warehousemen were hardly expecting any of the sun-cured stock, inasmuch as there is very little left in first hands, and in view of the fact that the farmers are exceedingly busy just at this time preparing for another crop, but, all the same, between 25,000 and 30,000 pounds were spread on the warehouse floor Friday morning, and again the buyers were called to the front. The offerings were of very good stock, in prime order, and every pile sold well.

THE CAROLINAS

Mount Olive, N. C.

As the season for transplanting tobacco approaches, it becomes more and more evident that the acreage in this section will be a great deal smaller than it was thought earlier in the year it would be.

There seems to be at least two reasons for this. One is that the farmers took at its value the word sent out several months ago by leading tobacco dealers throughout the country that if another large crop was raised again this year the farmers might expect low prices. The other cause operating to reduce the acreage is scarcity of plants. Quite a number of farmers, it is said, have been forced to abandon the idea of raising tobacco this year because they had failed to succeed in getting up the necessary amount of plants, due to the late, cold spring.

KENTUCKY

Lexington, Ky.

Reports on acreage and crop conditions in twenty-two counties of the Burley district at the semi-annual meeting of the board of directors of the Burley Tobacco Company forecast a substantial decrease in the size of the next crop. Representatives from every county reported beds in bad condition, the large majority of them having been replanted. This is due to the dry season.

BUSINESS OPPORTUNITIES

For Sale, Wanted and Special Notices

RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

Special Notices.

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CIGAR BROKER,
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LANCASTER STOGIE COMPANY,
MANUFACTURERS OF HIGH GRADE STOGIES.
120 Water St., Lancaster, Pa.

HIGHEST GRADE OF WHEELING STOGIES—That will please the most exacting smoker, are made by C. A. Kase, Seventh and Main Streets, Wheeling, W. Va.; Factory 33; Established 1895.

Wanted.

CASH PAID FOR CUTTINGS, SCRAPS & siftings.
Write to H. Adler & M. Meyerson, 332 E. 48th, New York

IMPORTANT NOTICE TO CIGARETTE MANUFACTURERS—We manufacture cigarettes for the trade; we also supply tobacco boxes and labels 25 per cent. cheaper than elsewhere. Brands registered. Write for particulars. Live distributors wanted. The Soter Company, 235 Canal Street, New York City.

WE WILL BUY for cash or will sell on consignment for cash or on commission, job lots of cigars. Goods must be in good condition at attractive prices. Bank and trade references furnished on demand. D. H. Salinger & Co., 56 E. Randolph Street, Chicago, Ill. 4154

Situations Wanted.

ACCOUNTANT AND EXECUTIVE—Six years office manager, treasurer, correspondent and credit man of George L. Storm & Company, is open for engagement. No objection to change of location. John W. Leverth, 3049 Perry Avenue, Bronx, New York City.

Wanted.

WANTED—H. M. Lakoff, wholesale tobacconist at 316 Market Street, Philadelphia, Pa., desires to be communicated with in reference to a cheap line of cigars, viz., from $8.00 up.

DEALERS AND JOBBERS WANTED to handle the wonderful "NOBLY" cigarettes. Apply to A. Silberberg, manufacturer, 42 First Avenue, New York City.

SEED LEAF and Spanish binders for sale. Ezra Shank, R. F. D. No. 6, Dayton, O.

EXPERIENCED DECORATOR will arrange for displays in cigar store windows in Philadelphia. Box 888, "Tobacco World."

For Sale.

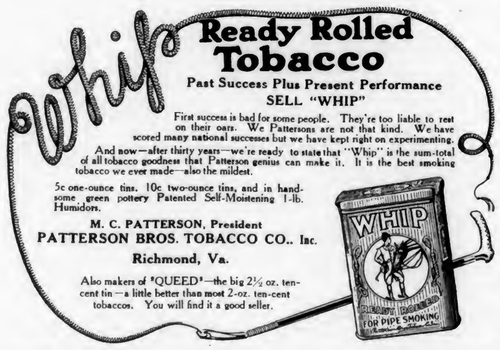
HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 E. 78th St, New York. 9-1-tf

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

FOR SALE—Two Universal stripping and booking machines at a bargain. Address, B. Payn's Sons' Tobacco Company, Albany, N. Y.

The "Bodad" a Gans Brothers Product

"Bodad," Longfellow size, six and one-half inches all over, manufactured by Gans Brothers, New York City and New Brunswick, N. J., according to that concern, is proving a very popular offering with the public. The "Bodad" is a shadegrown-wrapped, Havana-filled product and retails at ten cents. This brand is proving quite the thing for formal social usage, banquets, etc., and also has the added merit of being equally as well suited for outdoor smoking, etc. Jobbers and retailers desiring to test the "Bodad" will be sent samples of the brand free on request.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Ready Rolled Tobacco
Past Success Plus Present Performance
SELL "WHIP"
First success is bad for some people. They're too liable to rest on their oars. We Pattersons are not that kind. We have scored many national successes but we have kept right on experimenting.
And now—after thirty years—we're ready to state that "Whip" is the sum-total of all tobacco goodness that Patterson genius can make it. It is the best smoking tobacco we ever made—also the mildest.
5c one-ounce tins. 10c two-ounce tins, and in handsome green pottery Patented Self-Moistening 1-lb. Humidors.
M. C. PATTERSON, President
PATTERSON BROS. TOBACCO CO., Inc.
Richmond, Va.
Also makers of "QUEED"—the big 2½ oz. ten-cent tin—a little better than most 2-oz. ten-cent tobaccos. You will find it a good seller.
WHIP
FOR PIPE SMOKING

Columbia Partnership Dissolved

The well known cigar firm of Fred Schlaeger & Company, of 253 Locust Street, Columbia, Pa., has been dissolved by mutual consent and the business will be continued by Henry W. Witte, the partner, under his own name.

Mr. Schlaeger has purchased the Popular Cigar Store Company, Inc., at 404 Ninth Street N. W., Washington, D. C., and will take charge on June 1st. Mr. Schlaeger will engage in the manufacture of cigars in Washington and will also carry on a retail and wholesale business.

The cigar manufacturing business was established in Columbia by Mr. Schlaeger in 1895 and in 1904 he was awarded the Gold Medal at the World's Fair at St. Louis, Mo., on his celebrated "Columbia Straights" brand.

In 1905 Mr. Schlaeger formed a partnership with H. W. Witte and they then added another line and began to manufacture the "Union Eagle" scrap chewing tobacco. Mr. Witte will continue to manufacture the famous "Columbia Straights" brand as well as the "Union Eagle" chewing tobacco.

Havana-American Appoints Denver Representative

Announcement is made by the Havana-American Company that they have appointed Norman Levy, well known in cigar circles, and a resident of Denver, Col., as their representative in that territory, Mr. Levy's section also to include Colorado, Wyoming, New Mexico and a portion of Nebraska. Mr. Levy was formerly identified with the Rothenberg & Schloss Cigar Company, of Denver. He will co-operate with Mr. Ward of the Havana-American Company, who has entire charge of the territory in question.

NEWMANN & GACH - Fancy Connecticut Wrappers and Havana our Specialty - **Chicago**

THE LARGE VARIETY
OF

Our Purchases of 3,244 Bales

of new Sumatra tobacco out of the first four inscriptions, will suit the tastes and requirements of the most exacting buyers. . . . . .

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Indisputably America's Leading Sumatra Merchants

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It is the story of an industry that has grown from a total product of 1,750,000 to 16,427,086,000 in forty-five years. And the history of Sweet Caporal is the supreme chapter in that romance. It is not only the original of all brands of cigarettes now on the market, but for two generations it has been the leader of all in volume of sales.

SWEET CAPORAL
CIGARETTES

In the famous box of 10 for 5c
Also in foil wrapped pkg., 20 for 10c

More than any other manufactured product it has spread the fame of "Made in U.S.A." to the far corners of the earth.

Purity is what made and maintained the popularity of Sweet Caporal.

It is one of the purest of all products —just the sweetest and the mellowest Virginia, North Carolina and Turkish tobacco plus an absolutely pure rice paper wrapper, making what "The London Lancet," the world's leading medical journal, declared after careful analysis to be "the purest form in which tobacco can be consumed."

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The World's Standard Cigar

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The Real Independent Factory in Havana

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General Agent for United States and Canada
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Best Quality **Best Known**

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Habana

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LANCASTER, PENNA.

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Warehouse: Bird-In-Hand, Lancaster Co., Pa.

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Cigar Ribbons, Silk Imitation and Muslinola Ribbon
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Labels. Stock Cards. Give Us a Trial. We Want Your Opinion

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Our Capacity for Manufacturing Cigar Boxes is Always Room for One More Good Customer
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The Standards of America:

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Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba

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Figuras 39-41, Cable "CUETARA" Havana, Cuba

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Leaf Tobacco Merchant

HAVANA, CUBA—Consulado 115

NEW YORK, No. 130 Water Street BREMEN, GERMANY

CigarRibbons Largest assortment of Plain and Fancy Ribbons
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Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain

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CIGAR LABELS OF HIGHEST QUALITY
CIGAR BANDS
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EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

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These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in The Tobacco World. No bogus advertising admitted.

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These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in The Tobacco World. No bogus advertising admitted.

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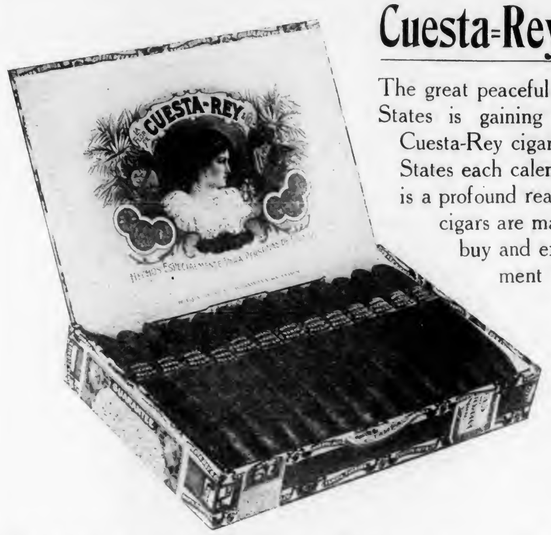

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BOLD Cigar Has Proven
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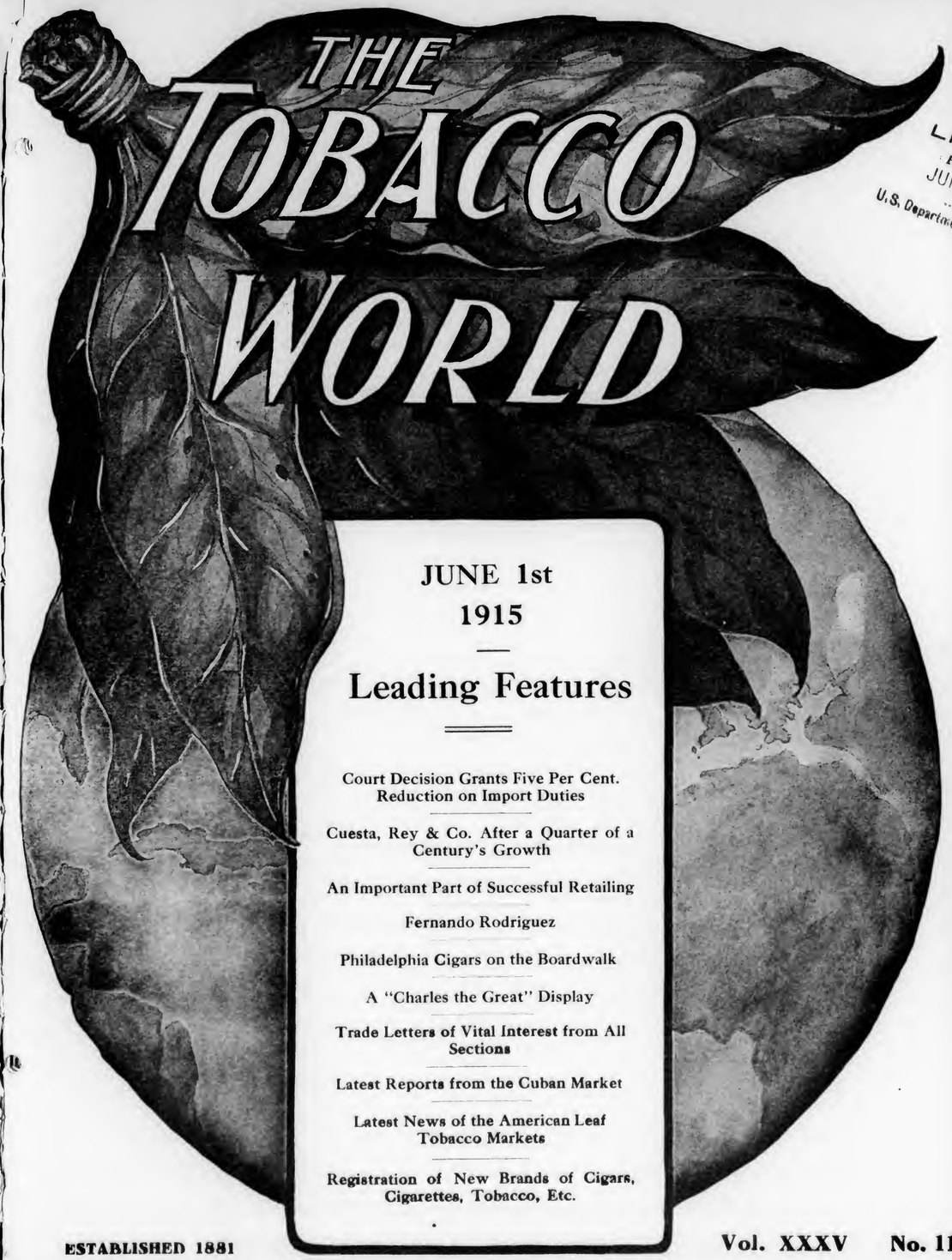

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ESTABLISHED 1881 Vol. XXXV No. 11

PUBLICATION OFFICES: 236 Chestnut Street, Philadelphia

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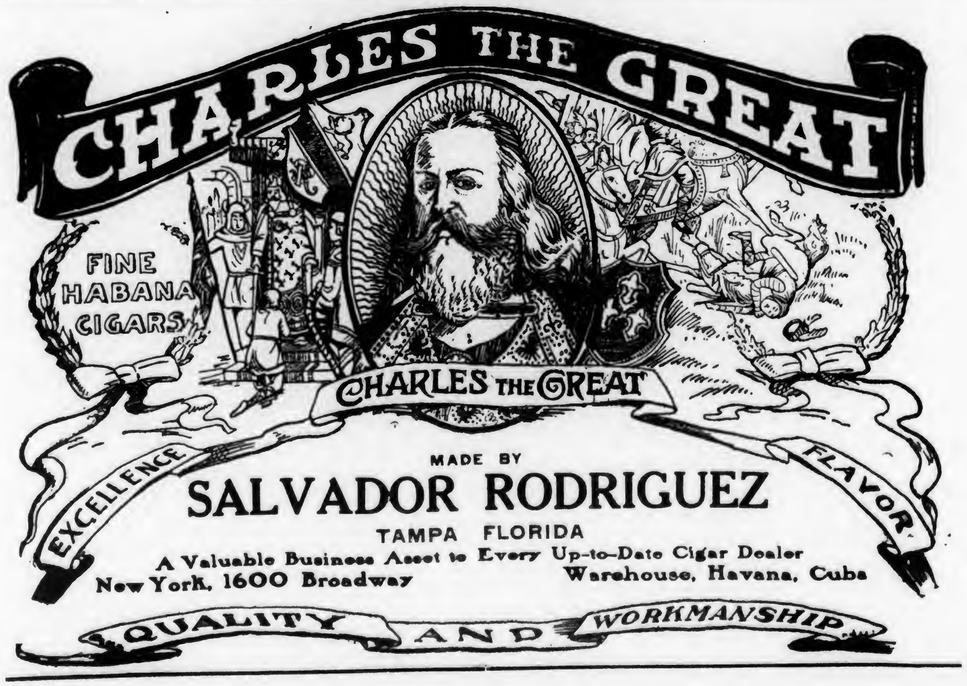

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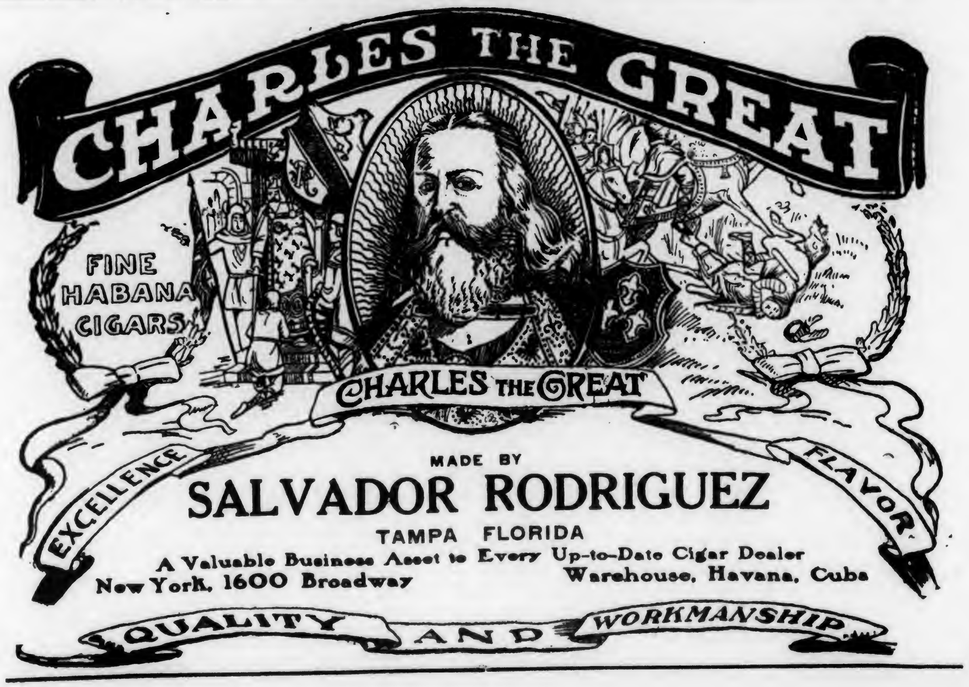

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It's the size of The Big Ten-Cent Tin that pulls the first dime into the shop; but it's the supremely satisfying quality of the Union Leader Burley that keeps 'em coming.

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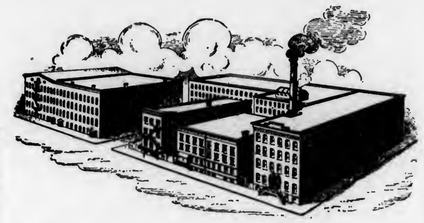

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all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

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By Smoking TUXEDO—The Mildest, Pleasantest Tobacco Made

FOLKS are talking physical efficiency in modern business life. The idea is, that modern business keeps a man just about as occupied as the fabled one-armed paperhanger with the hives. And if you want to join in with the Gimp Bros. and travel with the Pep and Ginger crowd, you want to cut out a lot of things that make your day's work go wrong.

Take the item of smoking, for instance. It's much better not only for *you* but for your *job* if you smoke a light, soothing pipe tobacco like Tuxedo. Get a pipe and try Tuxedo awhile. You'll see the difference.

Your whole efficiency make-up will respond right away to the gentle and cheering influence of Tuxedo.

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Conductor of the Philadelphia Harmonic Orchestra, says:

"Tuxedo is easily my favorite smoke—giving greater fragrance, mildness and coolness than I have found in any other tobacco. Never stings or bites the tongue. Tuxedo doubles my enjoyment of pipe smoking."

Arthur Luck

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Director of Detroit Museum of Art, and Lecturer, says:

"Like Omar I sometimes wonder what the makers of Tuxedo buy, one-half as precious as the stuff they sell. It's the greatest ever."

A. H. Griffith

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Member of the Chicago law firm of Northrup, Arnold & Fairbank, says:

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"Sports afield and afloat appeal to me, but the day would not be wholly enjoyable without the evening pipe of Tuxedo, my favorite smoke."

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"A canvass of my friends would show that Tuxedo is most popular with them. Many say it is the only pipe tobacco."

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Tuxedo

The Perfect Tobacco for Pipe and Cigarette

gives you this moderate and reasonable refreshment because it is primarily a pure, light, mild selection of the highest grades of Kentucky Burley tobacco.

Tuxedo can't bite your tongue. It can't irritate you in any way. There's no drag or sag in it. Simply pleasant, whiffable, aromatic, easy smoking.

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If you've tried the imitations, just try the *original*. At the end of one week you'll find yourself in line with the thousands of famous business men, lawyers, doctors, ministers, singers, athletes, who endorse Tuxedo as the one perfect tobacco.

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Famous green-tin, with gold lettering, curved to fit pocket 10c

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We guarantee Copenhagen Snuff is now and always has been absolutely pure.

It is made of the best, old, rich leaf tobacco. The Snuff Process retains the good of the tobacco and expels the bitter and acid of natural leaf tobacco, making Copenhagen the **World's Best Tobacco for Both Chewing and Snuffing.**

Whenever a dealer has any difficulty in obtaining his supply of Copenhagen Chewing Snuff satisfactorily, we will help him if he will write us.

WEYMAN-BRUTON COMPANY

50 Union Square North New York, N. Y.

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE 222 PEARL STREET NEW YORK | FACTORY TAMPA FLORIDA | WAREHOUSE LEALTAD 129 HAVANA

Graham Courtney

"MILD HAVANA BLEND"

They Lead the Leaders

26 SIZES

Acker, Merrall & Condit Company

135 West 42nd Street, New York

HAVANA CIGARS

ROMEO Y JULIETA

The Leader in all the World's Markets

U. S. Representative: Wm. T. Taylor, 93 Broad St., N.Y. City.

CORRESPONDENCE SOLICITED

JUST THINK-5¢ BUYS A

LA FAMOSA

EQUAL TO ANY MILD 10¢

CIGAR

E. Kleiner & Co., Makers, New York

Fifth Avenue Cigarettes

The Union Made Cigarette of Quality Bearing Union Label

Ten cents per package of ten. Mouthpiece, Cork Tip, Plain

Live Distributors Wanted

I. B. KRINSKY

207 North 4th Street . . . BROOKLYN

Why Is It Necessary To Advertise the Imported Sumatra?

The REASON:

American Sumatra Tobacco

Grown by

AMERICAN SUMATRA TOBACCO CO.,

142 Water Street, New York

Over 1000 Dealers in New York During 1914 Stocked

MI FAVORITA

CLEAR HAVANA CIGARS

The flower of perfect tobacco manufactured in bond has maintained "Mi Favorita" Clear Havana Cigars at the forefront of all brands. Quantity shipments from factory.

MI FAVORITA CIGAR CO., Inc.

Key West, Fla. 529 West 42nd Street, New York

"The Park & Tilford Standard"

GIRARD

14 SIZES

10¢ AND UP

Observe the calibre of the man who smokes Roig or Girard Cigars. He is worth catering to.

ESTAB-LISHED 1871

MADE RIGHT IN PHILADELPHIA

Antonio Roig & Langsdorf, Philadelphia.

ROIG'S 5¢ CIGAR

Florde Jeitles

CLEAR HAVANA CIGAR

5¢

JEITLES & BLUMENTHAL, Ltd.

PHILADELPHIA.

ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER

CLEAR HAVANA

CIGARS

Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.

NEW YORK CITY

M. MELACHRINO & CO., Inc.

EGYPTIAN CIGARETTES

You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

GRAND DEPOTS OF M. Melachrino & Co., Inc. { London, 8 Regent St., S. W. / Capetown, South Africa } Calcutta, 10 Government Place / Alexandria, Rue Cherif Pacha } CAIRO, Head Office and Factory / Hamburg, 18-20 Grosse Backerstrasse

AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD PRICE LIST UPON APPLICATION

214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXV. PHILADELPHIA AND NEW YORK, JUNE 1, 1915. No. 11.

COURT DECISION GRANTS 5 PER CENT REDUCTION ON IMPORTS

Involves Loss of Ten Millions in Revenues—Reduction Must be Granted on Goods in "Treaty Nation" Vessels—Case Will be Appealed to Supreme Court

Washington, D. C., May 26th.

IF the decision handed down by Judge Barber of the Customs Court granting a reduction of 5 per cent. in duties on goods imported in "treaty nation" vessels, as well as in vessels of United States registry, stands, customs revenues will suffer a loss of approximately $10,000,000.

The case, however, will be appealed to the Supreme Court upon a writ, in accordance with a previous agreement entered into by the attorneys on both sides.

Congress enacted a law last session permitting appeals in cases involving treaty rights, which was understood to have been enacted especially for the accommodation of this case.

The Underwood Act provided that a 5 per cent. reduction would be granted on goods imported in American vessels, providing that this does not nullify any treaty entered into with any foreign nation. As a matter of fact the United States has treaties with most nations providing that their vessels shall receive like treatment as domestic vessels. The Board of United States General Appraisers held that this proviso did not mean that the reduction was to apply to these so-called "treaty nation" vessels. The Customs Court holds that it does.

In effect the decision of the Customs Court was as follows:

"(1) That the merchandise involved in these cases, imported in the registered vessels of the United States, is entitled to the 5 per cent. discount as held by the Board of United States General Appraisers, whose decision relating thereto is hereby affirmed.

"(2) That as to the merchandise imported in the registered vessels of the said treaty nations, both that which was imported and entered for consumption subsequent to the taking effect of the Tariff Act of 1913, as well as that which was brought to our ports prior thereto and entered in bond for warehousing, subsequently withdrawn for consumption and duties paid, the 5 per cent. discount must be allowed, and with respect to such merchandise the decision of said board is hereby reversed.

"(3) That the merchandise imported in vessels of our registry before the Tariff Act of 1913 took effect which was entered in bond for warehousing, subsequently withdrawn and entered for consumption and duties paid, is entitled to the 5 per cent. discount thereon, and the decision of said board with respect thereto is reversed.

"(4) That the merchandise from Cuba is entitled to the reduction of 20 per centum ad valorem provided by the Cuban treaty, and the further discount of 5 per cent. ad valorem from the amount so ascertained. As to such importations the decision of said board is hereby affirmed."

The principal attorneys who represented the importers are Albert H. Washburn, of Comstock & Washburn; Thomas M. Lone, of Curie, Smith & Maxwell; B. A. Levett, James L. Gerry, of Gerry & Wakefield; Henry J. Webster, of Walden & Webster; Francis E. Hamilton, Thaddeus S. Sharretts and Alan R. Brown.

MANY REASONS WHY PIPE SMOKERS CONTINUE TO INCREASE EACH YEAR

Estimated That There Are 4,000,000 More Than Ten Years Ago—May Be Economical Move That Has Helped—Improvement in Smoking Tobacco a Factor

A SALESMAN for one of the leading tobacco companies in this country recently made the statement that he believes that there are fully 4,000,000 more pipe smokers in the country today than there were ten years ago. He further says that five years from now there will be more people smoking pipes in this country than at present.

There are undoubtedly many reasons why pipes are becoming more popular each year. Undoubtedly one of the most salient reasons is that smoking tobacco is more widely advertised than ever before, and one must admit the tremendous power of such advertisements as are now appearing in magazines and newspapers throughout the country.

Then, again, the agitation against cigarettes has undoubtedly had something to do with the dropping off in this line, although the growth of the cigarette industry is enormously on the increase.

Again it may be that the cost of good cigars has caused an economical move on the part of such smokers, and they naturally turn to the pipe.

It must not be forgotten that the tremendous improvement in smoking tobacco has also been a big factor. New processes which have been invented to remove the bite while the quality of the weed has remained unimpaired. This has brought back into the pipe smoking ranks many who gave it up years ago because of the acrid taste that smoking tobacco in those days had.

These new processes of curing tobacco, while not confined to a particular brand, do not by any means include the entire smoking tobacco lines.

Those brands which have been improved have become noted for their mildness and sweetness with an absence of those qualities which formerly prejudiced many who tried the pipe. The manufacturers of these brands have, further, wasted no time in placing the facts before the public, urging them to try the pipe again with their particular product and see if the result does not justify the claims made for it.

Economy in times like these leads a man to try that form of pleasure which is least expensive. If the pipe with the patented-process tobacco is as satisfying as other more expensive forms of smoking they will naturally make use of the cheaper product.

Undoubtedly the European war has brought many smokers into line, and this together with the economic conditions which existed in this country prior to the outbreak of the European conflict has been a reason why during the past year pipe smokers have increased rapidly.

The pipe is undoubtedly the solace of the soldier as well as the most popular form of tobacco consumption in war time. Thousands of dollars worth of smoking tobacco have been shipped abroad from this country since the outbreak of the war, and shipments are constantly going forward either on foreign orders or as gifts from the American people.

The P. Lorillard Tobacco Company are waging a campaign throughout the State of Indiana on their "Beech Nut" tobacco. The work is under the direction of C. J. Bolin.

Chicago

Comparison Shows Business Improving—"Silent Salesman", New Jeitles & Blumenthal Brand—Moos Campaign Launched on "Havana Cedars"—"Dulce" Brand Featured by Clayton Cigar Company

Chicago, Ill., May 27, 1915.

UNLESS the members of the local cigar and tobacco trade have formed a conspiracy to handle the truth carelessly when dealing with the correspondent, business is somewhat improved, compared to the situation which existed in the trade a few weeks ago. The large jobbers of cigars, including the cigar departments of the wholesale groceries, declare that there is a good demand.

Baseball pools, which have been conducted by numerous cigar stores around the city, will be conducted no more, unless the owners have $200 they wish to spend with the city government. This was the amount of the fine which was placed upon a cigar dealer here last week, who was arrested for operating the pool. William Rupp, 419 South Dearborn Street, was the man fined. He declared he will take the case to the Appellate Court. In the meanwhile all of the cigar stores in the city will discontinue the baseball pool until they see where they stand on the matter.

Credit men of the various cigar and leaf tobacco houses report collections a great deal better this week than they have been in the past month. This is taken as a sign that business conditions in the places outside the city are showing improvement, and the travelers who return to the city to spend the week-end are backing up this view of the situation. In the city proper several large strikes are in progress, and of course this has an ill-effect on all business.

Local cigar-merchants held their breath for a short time last week when Alderman Charles Merriam suddenly introduced into the City Council a measure prohibiting the sale of whiskey and all spirits in the saloons of the city. This would have limited the sale to beers and wines, and would have been a terrific blow at many of the best customers of the cigar firms of the city. However, it did not even come close to getting on a statute book, being referred, after some discussion, to a "wet" committee, where it was promptly drowned.

Albert C. Belmont has accepted a position as manager of the cigar department of McNeill & Higgins, the wholesale grocers. The line is a strong one, containing "Palmas", "La Valeta", "Hurdle", and other brands.

William Taussig, the well-known president of Taussig & Company, leaf tobacco dealers, has left with his family for a trip to the International Panama-Pacific Exposition at San Francisco. Mr. Taussig expects to be gone two or three weeks, and perhaps longer. He plans to call on some of the firm's customers out that way, but the trip for the most part is one of pleasure purely and simply. Mr. Taussig will visit San Diego with his family before returning to the city, for the purpose of viewing the exposition which is being conducted in that city.

Chicago cigar and tobacco men are looking forward with a great deal of interest to the approaching convention of the Associated Advertising Clubs of the World, which will be held here June 19th to 26th. More than fifteen thousand advertising men from all over the country are expected in the city. One of the features will be a great parade, in which national advertisers will take part, being represented by floats. The management of the exposition states that while all the returns are not yet in, it is certain that some of the large cigarette manufacturers will be well represented, as well as the smoking tobacco people. Many thousands of dollars will be spent in building these floats. Mayor William Hale Thompson has declared the week of the convention "Advertising Week", and all residents of the city are expected to pay special attention to advertising during that week. Chicago will therefore have the first "Advertising Week" which has ever been proclaimed in any American city, although weeks for everything from oysters to dog collars have been put over. On the Sunday prior to the opening of the convention prominent advertising men will fill the pulpits throughout the city and tell the congregations of the various churches about the good which has been accomplished by advertising.

"Nappanee" is the name of the new nickel cigar which has been put out by Grommes & Elston, local manufacturers. The cigar first appeared at the store of the company in the loop district, at 83 West Randolph Street. The cigar is mild in flavor, and has the ear-marks of a good seller.

Another new cigar which has appeared on the market at local stores in the past two or three weeks is "Silent Salesman", which is the product of the factory of Jeitles & Blumenthal. The cigar is a five-cent seller, and is exceptional value for the money.

Few neat window displays are being put in at this time of the year, for it is a sort of listless period, which is neither spring nor summer, and the public is not expecting a great deal along this line. None the less some of the stores are making energetic efforts on window displays. The William F. Monroe Cigar Company had a good one on "Joy" cigars last week, while the store of the H. M. Schermerhorn Company, in the Continental and Commercial National Bank, had a most attractive window, featuring a variety of goods.

White City and Riverview, the two amusement parks of this city, are now open, and, although the cool weather has made bad business for the past few days, the conductors of the various enterprises are a cheerful bunch. The same barbarous cigars are being given to the flaxen-haired Swede (we guess he's the same), who can with a blow of the mallet send the indicator against the bell at the top of the pole. Some of the stands do not give cigars away as formerly, on the basis that they will get just as much business, and that the elimination of cigars is the slicing away of an unnecessary expense. In each amusement park there are several stands which will compare well with any of the high grade stands in the downtown district. They carry a fine line of imported cigars, including all the leading brands.

The recently incorporated Foncesca Cigar Company has opened a store in the theatrical section of the city, and is doing a great deal of window advertising. The company plans to make at least a part of its own cigars.

The J. & B. Moos Company has launched a gigantic campaign on "Havana Cedars", the new cigar which the company has recently added to the five-cent line. The cigar is becoming very popular, and seems able to hold its trade in a manner really remarkable for a cigar which has been on the market such a short time.

Frank Cowley has joined the sales force of the Fromherz-Berlizheimer Company, manufacturers of Havana cigars of this city. Mr. Cowley is well known as an energetic salesman in local circles, and his friends declare that he is the sort of man who will make a record in his new position.

W. R. Eagle, who has just opened a new store at 22 West Randolph Street, on the "Rialto", as Chicago's theatrical district is called, is meeting with better success than he expected for the first few weeks. Mr. Eagle has been

(Continued on Page 18)

A "Charles the Great" Display

The above illustration shows a recent display of "Charles the Great" in the cigar store of Jack Tobias, 313 East Fifty-fifth Street, Chicago, Ill. In the photograph Jack Tobias is shown on the left, while Wm. C. Rosenfield, Chicago representative of Salvador Rodriguez, the manufacturer of "Charles the Great", is standing with him.

Kleiner's "Wide-Awake"

"Wide-Awake" is the title of a new five-cent product that has just recently been introduced to the trade by E. Kleiner & Company, New York, manufacturers of the "La Famosa." It is wrapped with Connecticut shade-grown tobacco, the blend being of domestic and foreign tobaccos. The "Wide-Awake" is being favorably received and is said to be good value for the price asked.

H. M. Lakoff Adds Tobacco Department

H. M. Lakoff, the well-known wholesale confectioner of 316 Market Street, this city, has recently added a cigar and tobacco department to his business. From all appearance the new line shows great promise and the orders that Mr. Lakoff is receiving would give the impression that the department has been established for some time.

In a recent interview Mr. Lakoff said: "I have ten hustlers covering fourteen hundred stores each week, so that it is not surprising that this department looks busy."

Taxes to be Collected for Six Months Only

A matter of interest to the retail cigar and tobacco dealers in the First Internal Revenue District of Pennsylvania is contained in the recent announcement of Collector Lederer that the assessments for the emergency tax will be made for only six months, when the tax is levied again next month. Thousands have labored under the misapprehension that a full year's tax would be collected at the end of the present fiscal year. But as the emergency law expires on December 31st, only half of the full amount will be required. In the case of the small cigar and tobacco seller, who would be taxed for $4.80, only $2.40 will be collected. The rule will also apply to every person or firm upon whom a flat tax is levied by the law.

Cigar Men Travel With Commerce Excursion

W. D. Sharpe, of the Duquesne Cigar Company, and Harry Dangerfield, of Reymer & Brothers, Pittsburgh, Pa., were representatives of their respective concerns on the recent trade extension excursion through Pennsylvania and Maryland, conducted by the Pittsburgh Chamber of Commerce. It is needless to say that during the trip which occupied four days covering twenty-one stops, there was more than the ordinary amount of smoking done by the trade boosters. Reymer & Brothers were lavish in their distribution of smokes during the trip, Mr. Dangerfield being assisted in his dispensing of Reymer brands by Mr. Oldshue and others connected with his house.

Snuff Spoons

All the world is familiar with snuff boxes, says the "London Mail," but snuff spoons are pretty little refinements of which this generation has hardly heard. Very probably they came into use about two years after Sir George Rooke's expedition to Vigo Bay in 1702, when he captured half a ton of tobacco and snuff from the Spanish galleons, and snuff thus became a common article in England. One of the characters in a comedy published at Oxford in 1704, entitled "An Act at Oxford," by Thomas Baker, says, "But I carry sweet snuff for the ladies," to which Arabella replies: "A spoon too. That's very gallant, for to see some people run their fat fingers into a box is as nauseous as eating without a fork." In the forties and fifties of the last century snuff spoons were still in use on the Scottish border. They were of bone and of a size to go into the snuff-box. People fed their noses, it was said, as naturally as they carried soup to their mouths.

IRREGULAR PAGINATION

An Important Part of Successful Retailing

PERHAPS the biggest single element that enters into successful cigar and tobacco retailing today is SERVICE. Its importance cannot be over emphasized and this fact is made still more prominent by the fact that there are hundreds of big houses today which issue weekly and monthly house organs to educate their employees to the value of this very salient feature of salesmanship.

Clerks are beginning to learn that the sale is not always concluded when they get the money for the goods. There are suggestions that can be offered and many little things done that add to the pleasure of dealing with careful and courteous clerks.

The personal element in retail salesmanship is becoming more apparent every day and discriminating men are just as careful in choosing their cigar store and the clerk from whom they buy as they do their doctor or barber.

The clerk who hands out goods with a "take it or leave it" air is not only bound for the toboggan himself, but is taking the store along with him, and the wide-awake proprietor is quick to relieve himself and his store of the services of such men. Time was, perhaps, when customers had to stand for anything, but today they get whatever they want within reason if they go to the right place. They know such places exist and they are willing to take the time to find it.

Keeping cigars, cigarettes and smoking tobacco in the proper condition is bound to win trade. The smokers know the difference between cigars kept under proper conditions and those that simply dry out on shelves until they are sold to some unsuspecting consumer.

The practice of SERVICE does away with the old idea of just "one sale" to a customer. Competition has reached a point where it has become worth while to win a customer's confidence and to keep him. The success of the chain stores is based on the idea of SERVICE more than anything else. Of course their goods are kept in proper condition, every store should do that much, but the coupon and the matches are handed out just as willingly as the product asked for.

Buying goods that make good and making good on any and every unsatisfactory purchase counts as much as anything in bringing the man back to the store. There are scores of men who live within a stone's throw of half a dozen cigar stores who will ride uptown to the big first-class shops for their goods. Why? Because they not only get what they want, and in the condition they want it, and at the price they are willing to pay, but they get that indescribable thing called SERVICE which warms the cockles of their hearts and makes them swear by that particular store and its clerks.

Not long ago a smoker told me that he went in one of the largest drug stores in his section and asked for a well-known and widely advertised clear Havana cigar which costs $40, but which is advertised to retail at five cents straight. The druggist informed him that they were ten cents each or three for a quarter. The purchaser expostulated and the druggist admitted that the cigar was sold for five cents, "but," he said, "I get ten cents or three for a quarter. Take it or leave it." And the man left it. And he told the story in the neighborhood and the cigar sales have actually dropped as a result. Few men are big enough fools to attempt this, but this incident demonstrates that they are not all dead yet.

The distribution of matches is another form of service that the dealer will do well to consider, and vest pocket packages of these necessities should be within easy reach of the men behind the counter. I have seen a purchase of cigars and cigarettes when the purchaser walked directly to the lighter for the purpose of enjoying at once his preferred smoke, and the man behind the counter has not taken the trouble to offer matches; no customer likes to request such a cheap thing as matches, and yet this form of service is being neglected by many who deem themselves "live wires" in the retail cigar and tobacco business.

When coupons or other forms of checks are given by dealers, have these placed in convenient places behind the counter, and under no circumstance require the customer to ask for what you have advertised to give him. If he disregards them, all well and good, you will have just that many more at the close of the day's business, but there is a possibility that these coupons are what brought this customer into your place of business.

In the making of change, the salesman must always bear in mind that in this particular he absolutely cannot afford to make mistakes. Such indifference as this places himself, his employer and his customer in an embarrassing position, even if only for a moment, and were I the owner of a cigar store, I would certainly watch carefully an employee who was continually making mistakes of this kind. The practice of many mercantile houses which compel the salesperson to name the denomination of the money received, has eliminated many errors, and a more friendly feeling has grown between these firms and the public. Any person who enters a cigar store dislikes to be thought cheap for a nickel, and yet, what right has the clerk to overcharge even to that extent? It's a sure gamble that customers will take their patronage elsewhere, when mistakes of this kind are of frequent occurrence.

There are many other forms of service which are beginning to be recognized by merchants who desire to receive the full benefit from their chosen business, and some of these are railroad and steamship time tables, public telephones, and the checking of umbrellas and hand grips. One retailer who has prospered where others failed, remarked, "If I can get them in, I can sell them," and this is certainly food for thought, for there are comparatively few men who will take advantage of any of these points of service without making at least one purchase.

How many cigar stores that have been successful, started their selling to any individual in quantities of twenty-five cigars or over? Not many, but you can use every legitimate means in your power to gain the confidence of each patron, and the repeats and quantities will take care of themselves. When you have established a bond of service between yourself and the public, you have success within your grasp, and if you fail to take advantage of it, the fault lies at your own door, and not to the fact that you are "unlucky."

S. A. Mickey Resigns

From Louisville, Ky., comes the announcement that S. A. Mickey, sales manager and advertising manager of the Burley Tobacco Company, has resigned his position with that organization. Mr. Mickey, who was for a number of years connected with the Patterson Brothers Tobacco Company of Richmond, Va., has not stated just what his plans for the future are.

Will Handle "Beach Nut Scrap"

Arrangements have now been completed whereby the J. B. Moos Company, Cincinnati, O., will handle the P. Lorillard Tobacco Company "Beach Nut Scrap" chewing tobacco. The Lorillard Company will send an extensive crew from the factory in order to assist in the distribution of the product.

Dante Cigar Manufacturing Company Incorporates

Among the recent incorporations at Albany, N. Y., is that of the Dante Cigar Manufacturing Company, 381 Broome Street, New York City. They are capitalized at $200,000. The incorporators include, J. J. Canavan, G. B. Lobravico and D. Saladino.

Philip Morris & Company Removal Delayed

Announcement is made that Philip Morris & Company will not enter their new quarters until about the middle of June or the 1st of July. This delay is due to the extensive alterations now in progress. When completed, it is stated that the new location will be one of the best equipped cigarette factories in the world.

Halpern & Walter in New Quarters

Halpern & Walter, manufacturers of the "Edmund Halley", retailing at ten cents, and the "Jose Pinero", retailing at five cents, announce that they are now located at 37 and 39 North Second Street, Philadelphia, Pa., where they have more extensive facilities for the manufacture of their brands. They were formerly located at 48 North Seventh Street.

E. C. Berriman Guest at Dealers' Banquet

E. C. Berriman, of the firm of Berriman Brothers, the widely known Tampa manufacturers of the famous "Jose Vila" cigar, was the guest of honor at the recent banquet of the Independent Cigar Dealers' Association of Los Angeles, held in that city.

Mr. Berriman, who is head of the National Cigar and Tobacco Dealers' Association, made an address. About seventy-five local dealers were in attendance.

Cork-Tipped Cigars

From Denver, Colo., comes the announcement that cork-tipped cigars are about to be offered to the smoking fraternity. This is the latest sanitary application. It is stated that the cigar is manufactured in the usual manner, but the end is left open to such a degree that the air is allowed to pass through freely. The cork tip, which is perforated, is then affixed by a machine process. The inventor of the cork-tipped cigar is said to be one of the promoters of the Zimmerhackel Cigar Box Company, Denver.

Porto Rico-American Resumes Dividends

Dividend developments of the week were generally favorable and the outlook for future action on invested capital continues to be better than it was a year ago, during the period of depression through which the country was then passing.

During the last week the Porto Rico-American Tobacco Company resumed its quarterly four per cent. cash dividend. The last previous dividend was paid at that rate in December, 1912. Since this disbursements have been made in five per cent. scrip.

Harold Milton Unger

Harold Milton Unger, a traveling salesman for The American Tobacco Company, died recently at his home, 326 Marion Street, Brooklyn. He is survived by a widow and one daughter.

Find Salas Guilty

A verdict of guilty in the case of Jacob L. Salas, who with John Burke, the deposed manager of the commissary department of the Panama Railroad, and other merchants, were indicted for conspiring to defraud the Government by bribing Burke to purchase tobacco from Salas, was brought in by a jury this week in the United States District Court of New York, Judge Hunt presiding. District Attorney Carstarphen proved that a company was formed by Salas, in which Burke was to receive one-third of the profits on all tobacco sold to the Canal commissary. He also showed that Burke had received drafts in remuneration for his share of the profits. It is stated that Pasquale Canvaggio, Robert Wilcox and Isaac Brandon will be tried shortly on similar charges.

Consignment of Tobacco to Netherlands

Tobacco originating in the Dutch colonies may be imported into the Netherlands consigned to agents of colonial estates, to be sold at auction to either neutrals or belligerents without restriction. All other tobacco must be consigned to the Netherlands Oversea Trust, as previously stated in "Commerce Reports", and its re-exportation to Germany, Austria-Hungary, or Turkey is prohibited. This discrimination in favor of colonial tobacco is allowed by the terms of the arrangement between the allies and the Oversea Trust and is based on the theory that the Netherlands and colonies are one country.—*Commerce Reports.*

Benish & Meyer Humidor Attracts Attention

Benish & Meyer, the well-kown cigar jobbers of Selma, Ala., have aroused considerable comment by their installation of a "made-in-Selma" humidor. Local workmen erected the humidor to accommodate 600,000 cigars at a considerable saving. Benish & Meyer found that the price on one of that size would be between $1500 and $2000, so they called on "home talent" to show what they could do. The result is a humidor that embodies all modern improvements and which keeps the cigars in as good condition as one costing $2000.

Ninth District Shows Improvement

From Yoe, Pa., comes an announcement of an improvement during the past fortnight in the business of the cigar factories located in and around this place. The factories of B. S. Taylor, E. J. Taylor and I. A. Kohler are now operating on five days a week basis, while the large factory of G. A. Kohler & Company has increased its schedule to five days also. The factory of A. W. Kohler, which has been closed for quite a while, is now open and is being operated four days a week. I. A. Kohler and P. F. Snyder, proprietors of the large scrap factory, are operating on full time. C. W. Snyder and C. S. Snyder are also included in the list of manufacturers operating four days a week. In various other factories, additional hands have been taken on.

MacAndrews & Forbes Declare Stock Dividend

A stock dividend of 33 1-3 per cent. has been declared on the common stock of the MacAndrews & Forbes Company, payable June 15th in common stock to holders of record May 27th. For this purpose the directors have authorized the issue of $1,000,000 common stock and have directed that certificates of stock be issued for the whole shares to which stockholders are entitled and scrip certificates for fractions of shares. The scrip certificates will not entitle holders to vote or receive dividends, but when presented to the company's transfer agent, The Guaranty Trust Company of New York, in amounts equal in the aggregate to whole shares or multiples thereof may be exchanged for whole certificates with all accrued dividends, if any.

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CIGAR MANUFACTURERS' ASSOCIATION OF AMERICA

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The 5 per cent. rebate clause in the tariff law is still a subject of discussion. The latest ruling indicates that if the decision stands it will cost the Government in loss of revenues upwards of $10,000,000 a year. It was intended to encourage American shipping.

Try Again

When the law was passed the Treasury Department claimed that it was in violation of existing treaties and refused to pay it. Importers, naturally, demanded it. Then the Board of General Appraisers overruled the Treasury Department and allowed the rebate on goods brought here in American ships, but refused it on goods brought by vessels of countries with which we have treaties that provide that there shall be no discrimination against their ships in our trade.

Now comes the Court of Customs Appeals and sustains the Board of General Appraisers in allowing the rebate on goods coming here in American vessels, but overrules the Board of General Appraisers by also allowing the rebate on imports in the ships of nations with which we have treaties.

An appeal is to be taken. What the rebate clause means is still to be decided.

National Cigar Day is again on the rack. A contemporary suggests that we "forget it." Another asks what is to be done about it. Meanwhile, no one seems to care very much whether it is ever heard of again or not. After six weeks of preparation, the failure of last year seems to have burned deep, but no sane person expected the country to be turned upside down by the half-hearted efforts of a few trade papers and a dozen or so manufacturers.

Shall We Forget It?

In the words of the Bromide, "nothing worth having comes easy." The trade papers, nor a few manufacturers, nor a hundred retailers can take a first trial running jump and expect to land in front. Human efficiency has not reached that point yet.

If the trade paper publishers can see this movement as an ultimate benefit to the trade and will devote their efforts in a broad-minded way to accomplish this end, results will appear.

If the manufacturers understand the workings of the laws of co-operation and can cast out petty jealousy and put *their* shoulders to the wheel, something will be done.

If the half million retailers in this country can be awakened to make an effort in behalf of the movement the general public will soon "catch on."

Until this attitude of mind is reached the missionary work must be continued. When every one is pulling in the same direction National Cigar Day will amount to something. The trade papers are but a small cog in the wheel. The manufacturers themselves have the answer to the question. If they are willing to join hands and use newspaper space in the large cities once a week just prior to the date set, the general public will get in line. Advertising success succeeds only when you "keep everlastingly at it."

The prune men and the raisin men and the pineapple men, and a whole lot more have found it well worth their while to use trade paper space and newspaper space to start "the ball rolling." Each year the results of these different days bring larger results, proving that results can be obtained.

One unique idea which could be featured all over the country by the retail tobacconists would bring the smokers into the stores and start the enthusiasm. Surely some one has a brain which can produce the necessary idea.

Much time and thought must be devoted to the working out of the plan. No big idea can be carried out in a single day, nor can a system to cover a half a million men be put in smooth operation in a week.

If the average sales of a day throughout the United States could be doubled for that one day, the effort would certainly be worth while. Is not the trade big enough to attempt it? Is not the general benefit worth the effort?

If any one needs encouragement at present it is the retailer. Build up his trade and the factories will be busy enough. He is the last spoke in the wheel of distribution and the most important one.

National Cigar Day may or may not be a "dead" issue, but no "live" business man ever passed up a prospect on one canvass.

One half-hearted effort, done in a hurry and for which the trade was unprepared, is no test, to our way of thinking. Still more vital is the fact that the general public, upon whom the success of the plan rests, are for the most part still in ignorance of the proposed observance.

Most successful ventures ride some pretty rough seas before they reach the ultimate haven. It will take a courageous captain and a sturdy crew to keep National Cigar Day off the rocks, but at present it looks as if it was premature to take to the lifeboats.

On the Zone

The above photograph shows the exterior of the H. L. Judell & Company smoke shop on the Zone. This well-known house is featuring "Webster" cigars and the famous "Flor de Moss" brand. A full line of imported and domestic cigars are carried, as well as all the popular cigarette brands.

"San Martin & Leon" Sales Grow in Baltimore

An increased demand for "San Martin & Leon" cigars is reported by Mack Morris, of the cigar department of Hopper, McGaw & Company, Baltimore, Md. Mr. Morris has been with his present connection for nearly ten years. When Hopper, McGaw & Company first took on the San Martin & Leon products, Mr. Morris was successful in placing the brand in some of the best stands and clubs of Baltimore.

Abraham Opens Fourth Milwaukee Store

Leo Abraham, well known to the cigar trade, Milwaukee, Wis., and who conducts a small chain of cigar stores in that city, recently opened his fourth stand at Second and Grand Avenue, Milwaukee. This latest adjunct is reported to be up to date in every respect. Mr. Abraham advertised that as a feature of opening day, he would give free with every fifty-cent purchase, five two for a quarter cigars. The attendance at the Abraham store was enormous, and the offer was lived up to in every respect. The sales for the opening day totaled up into the hundreds of dollars.

Edgerton Growers Purchase Warehouse

Announcement has been received from the Edgerton Tobacco Growers' Society that they have purchased the large warehouse at Edgerton, Wisc., formerly owned by William S. Brill & Son, that place. The Brill Company, however, will retain its other properties, and packing operations will continue as usual. It is stated that this company is planning to branch out more extensively in their line, it being reported that they are contemplating securing connections in Crawford and Vernon Counties. The price paid by the Edgerton Growers for the new warehouse has not been disclosed.

Trade Jottings

Park & Tilford, New York City, are featuring Cado Company, Inc., "Fifty Six" cigarettes extensively.

Nice business is being done on "Henry the Fourth" according to the manufacturers, Bustillo Brothers & Diaz, Tampa, Fla.

It is reported that excellent work is being done on H. Anton Bock & Company's "Don Antonio" line, by the A. Keifer Drug Company, Indianapolis, Ind.

The popular "Charles Denby," manufactured by H. Fendrich, Evansville, Ind., has been taken on for distribution by Cochran & Company, Washington, D. C.

The Morey Mercantile Company, Denver, Col., who distribute the "Subway" and "John Ruskin" brands of the I. Lewis Cigar Manufacturing Company, reports that the sales on these products are increasing.

Following recent local exploitation by the factory representatives, Peckarsky Brothers, Milwaukee, Wis., announce that they are doing some excellent business on "Charter" cigars, manufactured by E. M. Schwarz & Company.

So excellent a demand is being experienced by the Mi Favorita Cigar Factory, Key West, Fla., that it is thought that they will be kept busy until the advent of the regular fall season, which generally is a busy portion of the year.

The Weideman Company, Cleveland, Ohio, sole local distributing agent for the "Muriel" cigar of the P. Lorillard Tobacco Company, is now being assisted in placing the brand throughout the city by Thomas W. Powell, of the Lorillard Company.

Business is good at the Phoenix-American Pipe Works, Chicago, Ill. This company, whose offices are located at 31 North State Street, Chicago, a branch opened not so very long ago in that city, finds itself rather hard-pushed to keep up with the demand for its products.

So great is the number of orders on hand at the factory of the Wayne Cigar Company, Detroit, Mich., that it necessitates running the factory at top speed to keep up with the demand. Mr. Worch, of the company, has just returned from a trip which has been unusually successful.

Fred Brooks, local distributor, Jacksonville, Fla., for the "Above the Average" cigar, manufactured for Eli Witt, the well-known Tampa, Fla., jobber, by the San Luis Cigar Company, of the latter city, states that the brand is meeting with a favorable reception, and that his sales average around 1000 per day, although this brand has been on the market locally for but a very short time.

Allen & Lewis, Portland, Ore., were recently in receipt of some good business from Cordova & Valdez, Alaska, the orders calling the finer shapes of the Samuel I. Davis & Company's goods, for which Allen & Lewis are the Northwestern distributors. J. B. Birdsall, who directs the cigar department for this firm, states that he is expecting another large order from the North shortly.

Fernando Rodriguez

Old, yet ever new, is the trite statement that Death loves a shining mark, and to the hosts of friends of Fernando Rodriguez this came with crushing import when they learned of his untimely death on May 8th last.

In business life we meet many whom we sincerely respect and like apart from the commercial side, but few indeed are the real friends we make in business intercourse. Fernando Rodriguez, I counted as my friend both from a business and social standpoint, and his death leaves a void which kindly years alone can fill.

As I talked to his grief-stricken father a few days after the funeral the few mumbling words of condolence and sympathy which fell from my lips seemed so inadequate in the presence of this great sorrow that my speech was stilled, while my mind wrestled with the problem which has confounded the ages.

Just this tribute of affection and respect: Fernando Rodriguez was one of the most honorable men I have ever met; guile and deceit knew him not. He walked among his fellows with head erect because his heart and mind were clean. He loved his fellow man and his own were most precious to him. I have never known a man who honored and respected his father and mother more than he did.

He has passed into the Shadow land when only thirty-four years old. With aching hearts we mourn his departure, but we will not fail to meet him in that hallowed Vale.

J. L. K.

George C. Merrick Comes to New York

George C. Merrick, vice-president of M. Melachrino & Company, Canada, has been appointed general sales manager throughout the United States on "Milo" cigarettes. Mr. Merrick's appointment, following two and one-half years' service with the Melachrino Company, comes as a deserved tribute to the splendid work done by him in connection with the promotion of sales of the Melachrino products in Canada. Mr. Merrick will make his headquarters at 1600 Broadway, New York City, but will still retain the vice-presidency of the Canadian branch of the company. He is thirty-two years old and is succeeded by H. R. Field, formerly the auditor for M. Melachrino & Company, Canada.

Of Interest to Tobacconists

Machine for Applying Bands to Cigars, No. 1,138,275. William C. Briggs, Lynchburg, Va., assignor to Carolina Banding Machine Co., Winston-Salem, N. C. Registered May 4, 1915.

Apparatus for Curing or Artificially Aging Cigars, No. 1,137,752. George E. Goldstein, Quebec, Canada. Registered May 4, 1915.

Cigarette Package, No. 1,138,382. Arthur F. Hethertington, New York, N. Y. Registered May 4, 1915.

Combined Tobacco and Match Box, No. 1,138,980. Thomas F. Samuel and J. H. Wolcott, Boston, Ga. May 11, 1915.

Cigarette Supporter, No. 1,140,072. Herman Saart, Attleboro, Mass., assignor to the W. H. Saart Company. May 18, 1915.

Cigarette Case, No. 1,140,305. Sydney Holtzclaw, Kansas City, Kan., and D. H. Garnett, Kansas City, Mo. May 18, 1915.

Tobacco-Stripping Machine, No. 1,140,456. William P. Hammond, Passaic, N. J. May 25, 1915.

Combination Tobacco Box, No. 1,141,027. James M. White, Danville, Va.

CHICAGO

(Continued from Page 12)

careful to put in a line of goods which he believes will find exceptional popularity with the theatrical trade, and he is catering to that class.

"The trouble with Chicago is that there are so few good five-cent cigars on the market", said Mr. Hazard. "The man with only five cents to spend has a hard time getting what he wants. By making a first-class cigar at five cents I believe I am filling a long-felt need."

"Dulce" Havana cigars, manufactured by Salvador Sanchez & Company, were the leaders last week in displays which were made in the three stores of the Clayton Cigar Company. One of the features in connection with the cigar which is said to account for the heavy sale here during the past few months is the large assortment of sizes and shapes in which the brand is made. The smokers have little trouble in picking their favorite shape when they come to buy this cigar, and this is a matter upon which they are more discriminating than some manufacturers imagine.

Henry J. Zegers has removed his wholesale and retail cigar business from South Chicago to 935 West Sixty-third Street. Mr. Zegers is an experienced cigar man. In moving to his new address he comes to one of the best business sections outside the loop district, and one which is constantly growing. In addition the section to which he is moving is not over well supplied with cigar stores.

George Renaud, the popular manager of the Monroe Cigar Company is getting an early start with rod and reel this season, having already left on an early fishing trip to the woods of Wisconsin. Beyond a doubt Mr. Renaud is one of the greatest fishers in the local trade. He is one of the few who backs up his words with deeds. He plans to return in a few days from his present trip and will then make another a little later in the summer.

The William A. Vorhauer Company, jobbers of cigars, is making a drive on "S. & W." nickel cigars this week. Some fine window displays have been arranged, and other means have been take to push the sale in the local territory.

One of the big sensations on the local market just now is the new five-cent size in "La Zora" cigars. These are making a big hit with all classes of trade. Few stands are found throughout the city which are not handling them. Practically all of the stands which handle "La Zora" in the ten-cent and higher sizes have put them in. For a five-cent cigar they represent excellent value.

"Roig" five-cent cigars, which are distributed here by Ryan & Raphael, are receiving the benefit in volume of sales of the large amount of advertising which has been done on the brand in the past few months. The cigar has been widely advertised in a unique manner in an endeavor to reach all classes of merchants looking for good five-cent sellers for their cigar cases. One of the best features of the advertising was the printing of announcements in foreign newspapers published in Chicago, on the theory that these publications are widely read by merchants of foreign extraction doing business in Chicago.

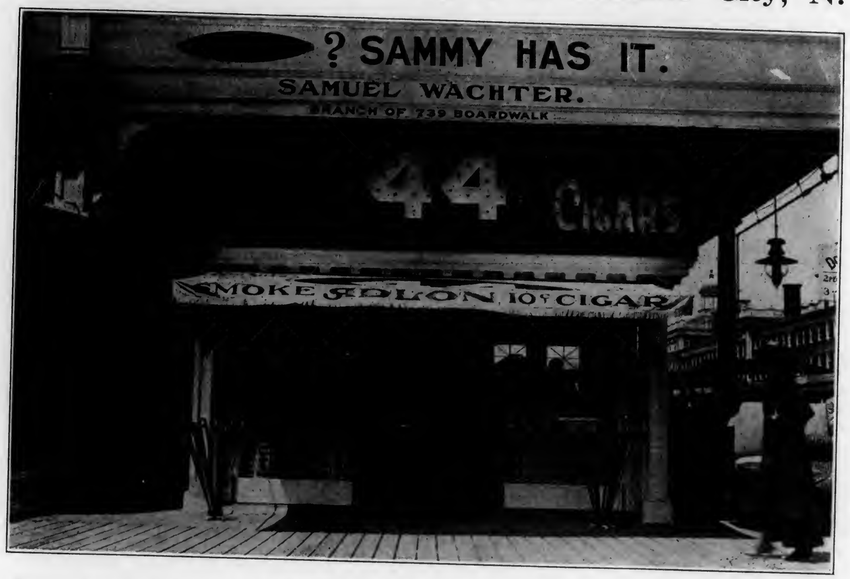
William Hamilton, of Jacob Stahl & Company, was one of the visitors to the city during the past two weeks. Mr. Hamilton had a very optimistic report of business conditions, as he has found them.

Best & Russell continue to make a vigorous drive in the way of bill-board advertising on "Owl" five-cent cigars. More of the cleverly worded announcements have appeared on the bill boards throughout the city recently. In every instance the advertisements create a great deal of comment, and the company is making the owl's head almost as well known as a symbol as the gold dust twins.

G. W. W.

FERNANDO RODRIGUEZ

A Prominent Boardwalk Display at Atlantic City, N. J.



Smokers parading the boardwalk are drawn to the store of Samuel Wachter, 739 Boardwalk, who is making an exclusive feature of "44" and "Adlon" cigars, manufactured by the "44" Cigar Company, of Philadelphia. Some years ago Mr. Wachter was a clerk in a retail cigar store occupied by B. Lipschutz, at 44 North Twelfth Street, Philadelphia. He is a young man of exceptional ability and integrity and the manner in which he is making good in Atlantic City is a tribute to his perseverance and business qualifications.

Progress on "Herbert Tareyton" Brands Pleasing

Jacob L. Hoffman, who has recently returned to New York after a trip to the Coast in the interests of the "Herbert Tareyton" cigarettes and smoking tobacco, states that he is well pleased with the progress made. Mr. Hoffman is the vice-president of the Falk Tobacco Company. While on the Coast Mr. Hoffman visited the Gunst stores in the interests of the products of the Falk factories.

"Ignacio Haya" Being Well Received

Lilly, Dungan & Company, jobbers and distributors, Baltimore, Md., state that they are well pleased with the favorable reception that has been accorded to the "Ignacio Haya," manufactured by Sanchez & Haya, Tampa, Fla. This brand was only recently taken on for distribution by the Lilly-Dungan Company, who handle it in six sizes.

Antonio Allones Visiting His New York Representative

Antonio Allones, head of the famous cigar manufacturing firm of Allones, Ltd., of Havana, Cuba, was in New York recently visiting the United States representative, Thomas F. Healy, who is located at 200 Fifth Avenue.

To further extend the sale of Allones, Ltd., brands, Senor Allones will visit the jobbers and retailers of these cigars in the various large cities.

Successful Factors in Seattle Association

Retailers of Seattle, Wash., are expressing much satisfaction over the recent election of James R. Brewster to the presidency of the Western Association of Retail Cigar Dealers. Mr. Brewster has been actively identified with the association for a long time, and it was, to a great extent, through his efforts that the association was formed. Incidentally, it might be mentioned, that Mr. Brewster presided over the first convention of the organization held in Seattle. Another factor in the success of the Seattle body is N. E. Nelson, who also has been with the association since its formation. His executive ability has done much for its welfare, and his re-election as secretary meets with hearty approval. Joe Dizzard was re-elected treasurer.

J. T. Snyder Headquarters Arouse Comment

Much satisfaction is being expressed at the comfortable manner in which stock is now being taken care of at the Joseph T. Snyder headquarters, Buffalo, N. Y., at 331 Main Street. A new humidor has been installed in the rear of the building, capable of accommodating almost 500,000 cigars. This will be used as storage facilities for the cigars supplied to the Snyder stores throughout the city. The second floor has been turned over to pipes, cigarettes and tobaccos.

The Cuban Market

From Our
Exclusive Bureau
74 Virtudes

Havana, Cuba.

Havana, May 24th.

AFTER a short vacation in the United States, the writer begs to ask the indulgence of the readers, if perhaps the fortnightly market report should not be quite as complete as usual, as the time has been rather too short to be posted thoroughly in every detail.

As far as our market is concerned the same cannot be classified otherwise than dull, as there are only a few Tampa buyers in town at the moment. Nevertheless, as we generally have few buyers here at this season of the year, our leaf dealers are content to await the pleasure of their Northern friends, when it should suit the latter to pay us a visit. As long as the conditions of the American manufacturers remain unsatisfactory we cannot expect any increased activity, although it seems a pity that the considerable stocks of old leaf, which our sellers are willing enough to let go at real bargain prices, should not receive attention. We cannot change our formerly expressed idea, that prices this coming fall will be considerably higher, owing to the short crop of Vuelta Abajo and Partido, and a large part of which might be unsuitable for our American customers. The latest news from the Santa Clara Province tending to show that the Remedios crop after all may also be a good deal smaller than last year.

In the Partidos some packings have started up, and we have also heard of a few sales of new leaf. As rains have fallen in most of the tobacco growing districts, the vegueros can now commence to take down the dry tobacco from the poles, bundle it, and pile the latter, therefore we may see the escogidas at work next month. Owing to the abundance of light leaf the sweating process may be curtailed, particularly in the Vuelta Abajo and Partido regions. Nothing very positive can be said about the quality of this year's Remedios growth, although one of our large packers told us that there would be leaf of all styles and classes, and we found him at work in assorting a matul just received from the country. If this should be a fair sample, then the above expressed opinion holds true.

As business in the United States, owing to the tremendous influx of European money is bound to become normal again, whether the war should end sooner or later, the tobacco industry is bound to feel its effect, which in turn ought to redound to our benefit likewise. At present our flourishing sugar industry is bringing us money, which will circulate and feed the arteries of trade all over the island. Our cigar and cigarette manufacturers have already noted an improvement in their domestic demand.

Another point, which ought not to be overlooked by the wide-awake merchants, is that in all probability the coming tobacco crop of 1916 may be exceedingly small, as all the fields which will be suitable for raising cane sugar will be devoted to this purpose, and this is bound to tell in the lesser quantity of fields devoted to the planting of tobacco. Unless prices for our leaf should get upon a paying basis again, it does not yield any return to the veguero, while on the contrary, the high sugar prices offer a great incentive to the farmer to switch off. Already a company has been formed to start a sugar mill in the Vuelta Abajo, as enough grounds have been examined which could produce good cane.

Sales during the past fortnight totaled 5525 bales, which divided represented: Vuelta Abajo and Semi-Vuelta, 3313; Partido (new crop), 87, and Remedios, 2125 bales.

Buyers were: Americans, 2430; exporters to Europe (Spain and Sweden), 781; to the North Coast of Africa, 101; shippers to South America, 88, and our local manufacturers of cigars and cigarettes, 2125 bales.

Exports of leaf tobacco from the port of Havana up to May 19th were 4303 bales, which were distributed to the following countries, viz.: United States, 3647; to Canada, 83; to Sweden, 381; to Oran, 101; to the Canary Islands, 3, and to the Argentine Republic, 88 bales.

Receipts of Tobacco From the Country

	From May 2 to May 20, 1915.		Since January 1, 1915.	
Vuelta Abajo	3,436	bales	37,804	bales
Semi-Vuelta	401	"	3,185	"
Partido	62	"	1,995	"
Remedios	213	"	56,232	"
Oriente	...	"	7,747	"
Total	4,112	"	106,963	"

Buyers of Leaf Tobacco That Come and Go

Arrivals—From Tampa: Mortimer Regensburg, of E. Regensburg & Sons; Manuel Garcia, of Perfecto Garcia & Brother; Manuel Corrall and Celestino Sierra, of Corrall, Wodiska & Company; Delfin Llaneza, of Dolfin Llaneza.

From New York: Lennie Greenhall, of Greenhall Brothers; H. Rosenberg, of H. Rosenberg & Company.

From Milwaukee: Celestino Fernandez, of Celestino Fernandez.

Departures—To Tampa: Manuel Corrall and Celestino Sierra.

To New York: Lennie Greenhall.

To Spain: Constante Gonzalez, silent partner of Sobrinos de A. Gonzalez; Manuel Sanchez, more widely known as "El Bolero."

Business during the month of April has been very bad with most of our cigar factories, as the following statistics, taken from our customhouse returns, will prove, viz.:

Exports of cigars from the port of Havana:

From April 1 to April 30, 1915,	8,875,613	cigars
From April 1 to April 30, 1914,	16,537,281	"
Decrease during April, 1915,	7,661,668	"

Decrease by countries, over 40,000 cigars, in April, 1915, as compared with 1914:

Great Britain	2,006,949	cigars
United States	1,843,683	"
France	1,530,750	"
Canada	825,495	"
Spain	614,420	"
Germany	507,091	"
Spanish Africa	203,115	"
Argentine Republic	176,495	"
Australia	122,021	"
Austria	105,585	"
Chile	94,020	"
Belgium	52,000	"
Canary Islands	44,050	"
Total	8,125,674	"

Increases by countries, above 40,000 cigars, during the month of April, 1915, as compared with the same month of 1914:

Denmark	369,360	cigars
Portugal	63,900	"
Total	433,260	"

The decreases of the nine principal consuming countries, above one million cigars per year, since the first of January, 1915, now stands as follows, as compared with 1914:

Great Britain	4,690,505	cigars
France	3,682,300	"
United States	3,620,072	"
Germany	2,808,980	"
Spain	2,397,865	"
Canada	2,110,968	"
Australia	1,114,005	"
Chile	423,191	"
Argentine Republic	261,223	"
Total	21,109,409	"

Exports, Jan. 1 to Apr. 30, 1914, were	54,210,848	cigars
Exports, Jan. 1 to Apr. 30, 1915, were	33,030,054	"
Decrease during first 4 months of 1915 is	21,180,794	"

When the writer was in New York the genial representative of the Partagas factory for the United States and Canada, Mr. Robert E. Lane, showed him by his books that the sales of this famous brand had only fallen behind 800 cigars during the first four months of this year, as compared with the same period in 1914, which speaks very eloquently for the reputation which the Partagas cigars must enjoy among the fastidious smokers. The factory is doing well at present.

Don Pepin Rodriguez, senior partner of the Romeo y Julieta factory, left on the 20th inst., by the Spanish steamer "Alfonso XII," and a large circle of friends assembled on the dock to bid him Godspeed and a pleasant sojourn in his native country, Spain. He told us before leaving, that he was well satisfied with the business which the factory was doing, as the same was almost equal to last year's trade.

H. Upmann & Company are working quite well in their famous H. Upmann factory, having received heavier orders for this season of the year than they expected.

Behrens & Company, of the Sol and Devesa factories, are going to move this week to 19 Estrella Street, where they have secured more comfortable quarters. Business is better at present than for the last ten months, as orders are coming forward in larger quantities from all parts of the world.

Generally speaking, the business outlook seems to have improved, although there are some factories which have not participated yet in the betterment.

Leaf Tobacco

Sobrinos de A. Gonzalez have made some good sized sales during the past fortnight, although we will not mention the number of bales, as we could not ascertain the exact quantity in time for this correspondence.

Rodriguez, Menendez & Company purchased 625 bales of leaf for their cigarette factory, El Cuno, in the last two weeks.

The firm of Quiros, Villazon & Company, of Tampa, has been changed through the entrance of Mr. Francisco Arango, and will hereafter work under the style of Arango, Villazon & Company.

Cuesta, Rey & Company, of Tampa, were the first buyers of new Partido leaf this year, having secured in all, with vegas of Vuelta Abajo, almost 600 bales of leaf.

Mortimer Regensburg has been hard at work in selecting fine vegas for their several factories at Tampa and New York, and we understand that business is very good with E. Regensburg & Sons, particularly so on the so-called blended cigars, which they cannot manufacture quick enough.

The Spanish Regie bought some 400 bales additional leaf through Sobrinos de A. Gonzalez, but which have not been shipped yet on account of lack of tonnage.

Greenhall Brothers were buyers of 400 bales of tobacco during the stay of Mr. Lennie Greenhall here.

Exporters of leaf tobacco from the port of Havana, and above 200 bales, during the last fortnight were:

J. H. Cayro & Son, 876 bales; Virgilio Suarez, 836 bales; Cuban Land and Leaf Tobacco Company, 543 bales; Mark A. Pollack, 507 bales; Garcia & Company, 463 bales; Adolfo Moeller, 381 bales; Leslie Pantin, 312 bales; Menendez & Company, 290 bales; Manuel Suarez, 272 bales; Manuel A. Suarez & Company, 211 bales; Maximilian Stern, 225 bales; Walter Sutter & Company, 208 bales.

Oretaniv.

Drawbacks Allowed on Tobacco Products

A drawback allowance on the exportation of chewing tobacco and smoking tobacco manufactured by David Dunlop, Inc., of Petersburg, Va., with the use of imported raw sugar, refined sugar, maple sugar, licorice paste, licorice extract and refined glycerine, or with the use of refined sugar, nulomoline, licorice paste, licorice extract or refined glycerine manufactured with the use of imported materials, has been granted by the Treasury Department. Other drawback allowances granted were as follows:

On cigarettes and smoking tobacco manufactured by the British-American Tobacco Company, of Petersburg, Va., with the use of imported raw sugar, refined sugar, maple sugar, licorice extract, refined glycerine, cigarette paper and Turkish tobacco, or with the use of refined sugar, nulomoline, licorice extract, or refined glycerine manufactured with the use of imported materials.

A New Bunching Machine

This office is in receipt of an announcement from the Waterloo Cigar Company, Waterloo, Ind., relative to its Peerless Cigar Bunching Machine, for which it is the manufacturer and sales agent. The machine, which may be easily and quickly mounted on any cigar bench or table, is said to be neat in design and appearance and of simple construction, being operated by foot power. It is claimed that the most tender, single or patched binder may be worked with it, and that it will positively not twist the filler. Also, that the annoyances incident to wearing out and breaking of springs, gears, etc., are eliminated, and that on binder and labor, there is a saving of at least from one-third to one-half. It is stated that an inexperienced person of ordinary intelligence may learn to operate the "Peerless" in a few days and thereafter make perfect bunches; and that a bunch of any size or shape, with either long or short filler up to six inches in length, may be made.

Some of the other meritorious things claimed for the "Peerless" are that it is especially adapted for hand work; that it will paste down the binder, making it ready for the roller, without making it necessary to place it in the mold. Also, that as it is operated by foot power, it leaves both hands free to manipulate the filler, binder and bunch, making it therefore more rapid than a machine operated by hand. It is stated that all changes and adjustments of rolling belt, rolling bed plate and roller may be made in a few

The Peerless Bunching Machine

seconds, without the use of any tool, and that after the bunch is completed, it is automatically grasped and securely held in a retainer at the rear of the carriage. Furthermore, the bed plate, carriage rolling bed plates, foot lever and pedal are claimed to be made of cast iron, and all working or wearing parts of steel and brass. The carriage or rolling bed is said to be fitted with steel roller bearings, which run on a steel track, smoothly and almost noiselessly. Also, that the roller support posts are hollow and contain the brass bearings in which the roller works. The bearings are said to be adjustable and may be moved up and down by a thumb screw in top of post, while the roller can be quickly adjusted for any position required.

The Waterloo Company states that with each machine are furnished three differently shaped interchangeable rolling bed plates; that these plates are concave and shaped so as to make either straight, perfecto or club shapes. Intermediate shapes, it is said, may be made by adjusting the roller to suit. The company further says that the front end of the rolling belt is secured to and wound on a rod secured to the front end of the carriage. By turning this rod either forward or backward, the belt is let out or taken up as may be desired, and after being adjusted to suit, may be securely locked in position by a thumb nut.

Those persons interested should address the Waterloo Cigar Company, Waterloo, Ind. A patent is pending on the machine.

Tobacco Men Protest Classification Change

In a recent reconvened hearing on the proposed changes in the official classification before the Interstate Commerce Commission in Washington last week, the question of tobacco was again taken up. The territory involved is that east of the Mississippi River and north of the Ohio and Potomac Rivers.

Mr. Collyer, the traffic agent of the Eastern carriers, was still on the stand. The classification of tobacco when shipped in packages or bags was not altered in the supplement proposed by the railroads, although the supplement did propose to increase the rating on tobacco when shipped in barrels, boxes and hogsheads.

The present rating on cuttings in barrels, boxes and hogsheads in less than carload quantities is now fourth class, whereas the proposed classification would place such shipments under the third class ratings, thereby increasing the freight charges thereon. Again leaf tobacco in bulk, in barrels, boxes or hogsheads is now shipped under the fourth class rates in any quantity. The new supplement to the classification proposes to place third class ratings on leaf tobacco shipped in bulk, in barrels and boxes and hogsheads in less than carloads. When leaf tobacco is shipped in boxes and barrels, in bulk, in carloads the supplement proposes to grant it a fourth class rating, but limits the minimum carload weight to 20,000 pounds. The same rating is granted when the leaf tobacco is shipped in hogsheads, but in this instance the minimum carload weight is proposed to be limited to 18,000 pounds.

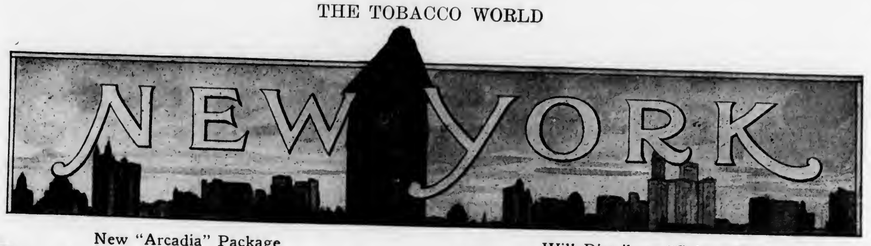
Francis B. James and other attorneys representing tobacco interests, put Mr. Collyer under a severe cross-examination upon the question of tobacco shipments. Mr. Collyer declared that the changed ratings on tobacco was necessary because the shipments in hogsheads made the shipments very awkward and hard to handle. Mr. James insisted, however, that there are many food products which rank along with tobacco, but these are granted ratings either third class or less than third class. Mr. Collyer did not deny this, but declared that it was a fact existing much to the sorrow of the railroads. He intimated that the ratings on such articles should be changed.

Harry W. Watson Company Acquire New Location

By paying Maurice Friedberg a cash bonus on his lease of the five-story structure situated at the southwest corner of Woodward and Jefferson Avenues, Detroit, Mich., the Harry W. Watson Company, cigar dealers and jobbers of that city, have acquired possession of the building for an extended period.

The terms of the lease as stated, are $10,000 per year for the first ten years, and $15,000 for the succeeding five years.

According to plans as at present outlined, the ground floor will be utilized as a wholesale department by the Watson Company, while an up-to-date retail cigar store will be installed on the corner. The remainder of the structure is to be sub-leased.



New "Arcadia" Package

THE new four-ounce packing of "Arcadia Mixture" now being distributed throughout the country by the Standard Tobacco Company is reported as being well received. The method employed by the company in packing is said to keep the tobacco in splendid condition, preventing, to great extent, those annoyances incident to changes in temperature, etc. Each package is sealed in glassine paper. Under this is placed a lead foil covering inside of which is contained a parchment paper wrapping next to the tobacco. At the present time, an aggressive advertising campaign is being waged on the brand through magazines and newspapers. "Arcadia Mixture" may now be obtained in the following sizes: one ounce, one and three-quarters, three and a half, four, eight and sixteen ounces.

H. Duys & Company Feel Sumatra Demand

Manufacturers are realizing that there is apt to be a scarcity of good Sumatra tobacco and therefore it is not surprising to learn that they are buying liberally. H. Duys & Company have been fortunate in securing some excellent colors and fine quality in the Sumatra which they purchased at the recent inscriptions. The total amount, nearly 3500 bales, has arrived in New York and Duys & Company have already found a number of manufacturers eager to buy. Several large deals have been completed by this firm and more are under way.

Leo Michaels to Direct "Rameses" Campaign

Leo Michaels, reputed to be one of the best known cigarette salesmen in the United States, has become sales-manager of Stephano Brothers, Philadelphia, Pa., the manufacturers of the well-known "Rameses" cigarettes. Mr. Michaels, who will make his headquarters at No. 1600 Broadway, New York City, plans an aggressive campaign on the famous "Rameses." If his long connection with Butler-Butler, Inc., a branch of the American Tobacco Company, and the success with which he met in the placing of the "Pall Mall" cigarettes, are to act as criterions for this latest campaign, then it goes without saying that exploitation of "Rameses" will reveal some unusual results.

J. Wallach's Sons Composition Confirmed

Judge Hough has recently confirmed a composition of J. Wallach's Sons, cigar manufacturers at 1524 Broadway and 122 East Fourteenth Street. Creditors will receive twenty-five cents on the dollar, payable ten cents in cash and fifteen cents in three notes at three, six and nine months.

Stork Visits Home of J. M. Gans

Congratulations have been pouring in on Mr. and Mrs. J. M. Gans as a result of a recent visit of the stork who brought a daughter to brighten the home circle. Mr. and Mrs. Gans have been married for twelve years and this is the first child to be born to them.

Mr. Gans was compelled to leave for the Middle West a few days ago, where he will endeavor to satisfy the demands of Gans Brothers' customers for the now famous "Bodad" cigar.

Will Distribute "Cuban Governors"

ANNOUNCEMENT is made that "Cuban Governors," clear Havana, will hereafter be distributed by the Waldorf-Astoria Segar Company, the brand having been taken on in eight sizes, as follows: Belvederes, packed 40ths; Waldorfs, packed 20ths; Sublimes, 40ths; Perfectos, 40ths; Epicures, 20ths; Bouquets, 20ths; Diplomaticos, 20ths; and Astorias, 20ths. Speaking of the appeal of "Cuban Governors," Manager Rudolph Waldner, of the company, stated that the brand is liked by smokers of high-grade products, and that he looks for distribution of the brand among clubs of a conservative type. By special arrangement, "Cuban Governors" may be wrapped individually in Japanese bamboo fibre paper inside of which is placed a tin foil wrapping. Another wrapping of bamboo fibre follows this, this latter enfolding the cigar. This enables the cigars to be kept in excellent condition, and insures to a great extent against breakage. Should it be wished, the name or such design as is selected, will be printed on the outer wrapping of fibre paper.

Cosmopolitan Smoke Shop Opens

Exclusive cigar privileges have been secured by B. Silverman and I. Silverman, proprietor and manager respectively of the Cosmopolitan Smoke Shop, which they recently opened in the new Cosmopolitan Market on Twenty-third Street, New York City. A splendid business is looked for following the complete occupancy of the stalls in the market. Among the brands carried by the Cosmopolitan Shop are "Jose Lovera," "Mi Favorita," "E. H. Gato," "Admiration," "Banderos," "La Murien" and "7-20-4."

Off for the Coast With "Vega Del Rey"

Al Korn, the well-known representative of S. H. Furgatch & Company, has recently left headquarters for the Pacific Coast, where he will show the trade the latest and finest packings for the "Vega del Rey" brand, one of the justly popular cigars manufactured by the Furgatch factory.

Orders on the factory brands continue to hold up despite unfavorable conditions in the South and West, and Mr. Furgatch expresses himself as believing in a big improvement in all lines shortly.

"Bouquet de La Ada" and "Favorita de Cuba" also continue in their popularity.

Justin Seubert Now at Syracuse Branch

Justin Seubert, the popular manufacturer of the well-known "Optimates" brand, has recently left for the Syracuse branch, where he will remain some time in assisting in the distribution from that point.

Mr. Seubert has recently moved his factory to East Ninety-first Street, where he has been engaged for several weeks in getting the plant re-established and in good running order.

The new location affords greater facilities for the output of "Optimates" which continue to have a strong demand.

Tampa

Senor Cuesta Heard From in Dallas, Texas—"Norma Martinez" Sales Keep "Shorty" Clark Hustling—Corral, Wodiska & Company Busy With "Julia Marlowe" Brand

Tampa, May 25th.

DIXIE HIGHWAY" seems to be in the air these days. The commissioners who have been in session at Chattanooga, have had various routes suggested to them. This city's choice would seem to champion a course through the central part of the State to Arcadia, and from thence east to Miami. Assistant Secretary L. P. Dickie, of the Board of Trade, represented Tampa at the gathering in Chattanooga.

There is a movement on foot to have the Cuban Government provide transportation facilities back to the Island for several hundred dependent cigar workers who came to this city at the outbreak of the present European war, which so sadly restricted manufacture at home. There has not been room in the cigar factories for these poor people, and they have become charges that the associations of the city do not feel they can afford to care for longer, owing to the lack of the necessary facilities. It is thought that the Cuban Government will take some action shortly to provide against the conditions at present existing.

"Shorty" Clark, who swears by the J. M. Martinez Company, is back again in Tampa after a year's absence, during which time he has been representing this company in the Southern and Middle Western States. Mr. Clark states that he is well pleased with the business he has done on the popular "Norma Martinez." Incidentally, while speaking of this Martinez booster, it might be mentioned that Mr. Clark is only seven feet tall.

A. L. Sylvester, president of the American Tobacco Company, has been among the recent visitors to the city, stopping at the Hillsboro. He left here for Key West to be present at the reopening of the Havana-American Company, which has not been in operation since last November.

There is no doubt in the minds of Tampans as to the prominent position occupied among local cigar manufacturers, by Cuesta, Rey & Company, the "Truly Spanish House," and anything that concerns this extraordinarily progressive house, whether it be at home or abroad, is always listened to with interest. This time the breezes waft from Dallas, Texas, where Senor Cuesta, with his wife and daughter, en route to the Exposition at San Francisco, lingered for a few days. While there, Senor Cuesta, when interviewed as to business conditions, stated that he believed that the worst of the situation is about past, and that this country is slowly but absolutely entering on a period which for financial prosperity will never have been equalled in the United States. He further stated that if we are to benefit by this wave of good fortune, we must prepare ourselves both physically and mentally to be ready to grasp the opportunities that will present themselves.

It is not generally known that J. W. Roberts & Son, of this city, do the largest mail order cigar business in the world. At a recent meeting of the Rotary Club locally, Postmaster James McKay stated that this company expends annually more than $30,000 for postage stamps. This is decidedly remarkable, when it is further stated that the majority of the company's goods are delivered via the express route.

The Ehrlich Manufacturing Company report good business.

"The House of Crane"

Twenty years ago, there entered the jobbing trade of Indianapolis a new firm by name of H. Crane & Son. Desirous of making a particular appeal, and identifying itself in an especial manner, the new concern adopted as its slogan: "If it comes from the House of Crane, it's a good cigar." Accompanying this was an old-fashioned English Inn sign bearing a crane. Always together, the combination has served its purpose well, being regarded today, if so it may be called, as the seal of the House of Crane.

The statement embodied in the slogan was not an idle boast. It testified to a standard by which the products of the company were to be judged. That this standard of "highest quality only" in its cigars has been maintained is borne out by the company's continual annual gains in business.

Ten years ago the company abandoned the use of its original name H. Crane & Son and became known as "The House of Crane." Speaking of this recently, E. L. Crane said: "In changing the title I studied to obtain a name that would remain an asset of constantly increasing value. The members of firms change owing to death or retirement, and the preservation of an individual's name is often confusing to the public. The inquirer who asks for Mr. So-and-So, presuming from the firm name that the individual in question is still in business, and finds that he died or retired a long time ago, is embarrassed. And an attempt to revise firm names frequently not only destroys ease of popular identification, but leads to awkward and not easily rememberable combinations. My desire was to obtain a name that could be left, without change, for my sons."

That Mr. Crane has been successful, is testified to by the fact that the company today has the enviable distinction of being the most extensive cigar jobbing house in Indianapolis territory. The policy inaugurated and continued through the twenty years of its existence has also been a strong factor in bringing the city into prominence as a cigar jobbing centre.

The House of Crane now controls business exceeding $1,000,000 annually. Twelve traveling men cover its territory, which embraces Indiana, Illinois and Kentucky. The annual output of the house aggregates more than 30,000,000 cigars, while particular attention is called to the fact that the sales on the well-known "Charles Denby" total 10,000,000 annually. "San Felice," "John Ruskin," "New Bachelor," "Charles Denby," "Crane's Havana Smoker" and "Crane's Decision," are among the splendid five-cent products that have helped establish the reputation of the House of Crane. In ten-cent goods are to be found "Crane's Bonded Havana" and "Cuesta-Rey," both made in bond; "Rigoletto," "Optimo," "Crane's Varro" and "Crane's Imported."

Satisfactory orders are reported by Samuel I. Davis & Company, manufacturers of the "El Sidelo."

Sanchez & Haya are much gratified with the manner in which their "Ignacio Haya" is being received throughout the trade.

V. Guerra, Diaz & Company report that they are receiving some excellent orders from the West via Harry Culbreath, who is doing good work on "La Mega."

A visit to the "Webster" factory revealed satisfactory business on this popular brand.

Delfin Llanza, manager of the Jose Llanza Company, left for Havana recently on a tobacco purchasing expedition.

Excellent conditions prevail at the "Julia Marlowe" factory, Corral, Wodiska y Ca. Manuel Corral, of the company, left recently for Havana to attend the wedding of Miss Ophelia Corral, daughter of Celestino Corral, also a member of Corral, Wodiska y Ca.

Perfecto.

Detroit

Mazer Cigar Company Contemplates Addition—"La Saramita" Distributors Take Larger Quarters—Lee & Cady Boosting "El Verso"

Detroit, Mich., May 26th.

A BRIEF outline of what has been going on in Detroit during the past two weeks that should prove interesting to the industry:

New Eastern Standard Time went into effect May 16th. Detroit formerly had Central Standard Time; clocks were pushed an hour ahead, but the hours of work, the opening and closing of stores and factories remains the same. Purpose of new time is to give working people one hour more of daylight at the end of the day. So far it does not seem to have affected the cigar business, from the retailer's standpoint, one way or the other. It is only a matter of education of getting the people in the habit of getting up an hour earlier in the morning.

The Mazer Cigar Company, Detroit, has bought thirty feet adjoining its factory on the south, and contemplates the erection of an addition immediately, so as to be completed about the middle of summer. The addition will give the company more room and will make it possible for the factory to turn out considerably more cigars. Under present conditions, the company is unable to take on more accounts owing to its inability to fill orders.

Owing to the illness of Miss Minnie Spietz, forelady at the Wayne Cigar Factory, and the fact that both Messrs. Spietz and Worch were out of the city at the time, the factory was closed for a few days during the week ending May 22nd. Mr. Worch, who has been gone for several months, is expected back in Detroit by June 1st.

During the month of April, Detroit made 23,674,836 cigars and produced 2,242,545 pounds of smoking and chewing tobacco. The Government received as a tax on these products $71,024.51 for cigars and $179,403.60 for tobacco.

The Central Cigar Company, operating five retail stores in Detroit, is exclusive Detroit retail distributor of the "La Resta" cigar, which is made in Detroit. Much praise has been given the window displays on this brand. The Central Cigar Company are now giving Travel Tickets with every purchase. These are practically the same as trading stamps, being redeemable for free transportation on boat lines or the railroads.

T. H. Perry Company, distributors of "La Saramita" cigars and "Valla Grand" cigars, have given up their retail store on Broadway and their jobbing office in the Scherer Building, and have secured larger quarters at 619 Woodward Avenue, where they have both a retail store and distributing quarters, as well as the general offices. Perry and Berger are certainly doing a great deal to make these two brands as well known and as popular as any in Detroit.

The new "El Verso" brand of the Deisel-Wemmer Company is being given a great deal of publicity in Michigan through the distributors, Lee & Cady. Window displays galore have been made during the past few weeks, and the campaign will be extended to all parts of Michigan.

The F. Lozano brand is getting to be a very popular number of the better grade of cigars. The Hotel Pontchartrain, Mel Soper, E. M. Harris & Company and the new Detroit Athletic Club, as well as O'Brien & Company and others, report an excellent trade on the Lozano brand.

Al U. Thornburg.

Trade Jottings

The "Flor de San Martin & Leon" brand has been taken on for distribution by the George Allanson Company, of Milwaukee, Wis.

M. Fritz & Sons, St. Louis, Mo., who job the "San Felice" locally, report an active local campaign on this brand at the present time.

A steady increase in sales, since taking over the cigar stand in the Majestic Building, is reported by Floyd R. Byrum, Milwaukee, Wis.

The Thomas H. Pitt Company, Atlanta, Ga., is featuring the "Savarona" cigar, Corona size, manufactured by the Cayey-Caguas Tobacco Company, at its various stands.

The Pyle & Allen Company, Cleveland, Ohio, state that they are doing some excellent business on "Castelanos," a new shade-grown cigar, which sells at three and two for a quarter.

Powell & Goldstein, Oneida, N. Y., cigar manufacturers, employing at the present time more than 100 hands, announce that their business during the month just past has shown excellent improvement.

Henry Seibert, Jr., head of the Perfecto Cigar Company, Columbus, Ohio, which concern has a number of stores located throughout the city, states that their business has been excellent lately. So much so, that they have found it necessary to secure additional office assistance.

The Wallace & Schwartz Company, jobbers, of Cleveland, Ohio, are now in the midst of a spring campaign on the following brands: "Miss Detroit," "Bella Mundo," "Cuesta-Rey," "Tom Keene" and "Charter." Window displays of the brands are being made in all sections of the city.

E. A. Saunders & Sons Company, Richmond, Va., distributors throughout the greater portion of the State for the "Cinco," Otto Eisenlohr & Brothers, have been devoting much of their time to the boosting of this popular brand lately, advertising and window displays assisting materially in the campaign.

W. A. Thomas, who looks after the Southwestern territory of the United Cigar Manufacturers' Company, recently put in a week at Birmingham, Ala., boosting the "Robert Burns" and "Owl" cigars. Mr. Thomas was assisted by McKellar Townes, of the Best & Russell staff, and stated that he was well pleased with the work done on the brands.

The Tobacco Industry in Bristol, England

Tobacco holds the most conspicuous place among Bristol's industries. This city is the headquarters for the associated undertakings under the name of the Imperial Tobacco Company of Great Britain and Ireland.

Since the outbreak of the war, some of the factories have received large tobacco orders for the army and navy. As a tobacco port Bristol has insufficient bonded warehouse accommodation, and the erection of new warehouses by the Bristol corporation has been under consideration for a long time, but has not yet matured.

The duty paid on tobacco alone during 1914 was $30,077,077.—"Commerce Reports."

Deaths in the Trade

Herbert D. Shivers

HERBERT D. SHIVERS, head of the cigar manufacturing firm of Herbert D. Shivers, Inc., died recently at his home, 311 Washington Avenue, Haddonfield, N. J. He had been confined at home since February. The deceased was forty-nine years old.

Mr. Shivers was the head of one of the largest mail order cigar houses in the country. The advertising of his cigars has appeared for a number of years in many of the national magazines. For sixteen years the business was carried on at 913 Filbert Street, but a few days ago the plant was removed to Twenty-first and Market Streets.

The deceased was a member of the Haddonfield Lodge of Masons and Artisans. He is survived by a widow, one daughter and three sons.

Death of Colonel Harry Weissinger

A pioneer tobacco manufacturer of Louisville, Ky., and one of its wealthiest citizens, Colonel Harry Weissinger, died in that city recently, death being due to angina pectoris. Though he had not been in good health for the past eighteen or twenty months, Colonel Weissinger's condition was not regarded seriously until about two weeks ago, following his return to New York after the winter's sojourn in Florida. Arriving home, he suffered from a brief but serious attack on the heart, from which he rallied to go for a few days to French Lick Springs. A second attack on the heart, similar to the first, upon his return from the Springs, resulted in his death.

Born on the site of what is now known as Central Park, New York City, Colonel Weissinger received his early education in the public schools. The Civil War breaking out prior to his entering college, he enlisted, served through the war, and returned to Louisville at its close.

Having started his business life as a traveling salesman, in 1867, in company with Phil Bate, Colonel Weissinger embarked in the tobacco business, opening in small quarters at Nineteenth and Main Streets, Louisville. So successful did the new firm prove, that it was not long before the Harry Weissinger Tobacco Company came into existence with quarters at Floyd and Breckinridge Streets. The business grew and flourished, and in later years was taken over by the American Tobacco Company at the time of that organization's formation. Colonel Weissinger having acquired quite a fortune, then retired. A widow, two sons and three daughters survive.

John Ross Miller

John Ross Miller, for many years engaged in the leaf tobacco business in Baltimore, Md., died recently at the State Sanatorium, Sabillasville, Md., after a lingering illness.

Mr. Miller had been in ill health for a number of years and had retired from business. He is survived by one daughter and one son.

John F. Steiner

John F. Steiner, a retired cigar manufacturer of Detroit, died recently at his home, 661 Sixteenth Street, as the result of apoplexy.

Mr. Steiner was born in Switzerland and came to America at the age of five years. Until he retired ten years ago he was a widely known cigar manufacturer.

The deceased is survived by a widow, two sons and three daughters.

Albert Wood Burge

Albert Wood Burge, a retired tobacconist of Louisville, Ky., died recently at the home of his daughter in Pewee Valley, following a stroke of apoplexy. The deceased was sixty-five years of age and a native of Louisville. He was the son of Richardson Burge, the well-known tobacco manufacturer and banker. The deceased was associated for some years with his father in business. He is survived by one daughter.

Peter Mackin

Peter Mackin, a retired cigar manufacturer, died recently at his home, 62 Park Place, Brooklyn. The deceased was seventy-two years of age.

The deceased had often been called upon by the Government to testify at revenue investigations. He had been engaged in the manufacture of Havana cigars since his thirteenth birthday, and had offices at 156 Front Street. Four sons and two daughters survive him.

Anthony H. Hyland

Anthony H. Hyland, a tobacconist of New York, for many years employed by P. Lorillard Company, died recently at his home, 32 King Street. He was born in New York fifty-eight years ago. One brother survives the deceased.

A. D. Perrow

A. D. Perrow, a leading tobacconist of Lynchburg, Va., died suddenly at his home in that city recently as a result of apoplexy. The deceased was seventy-eight years of age.

Mr. Perrow was a Confederate veteran, having fought through the Civil War as a private.

The deceased is survived by a widow and six children.

Committees Named for National Cigar Leaf Association

Charles Fox, president of the National Cigar Leaf Tobacco Association, announces the following standing committees:

Finance—William S. Brill, New York, chairman; F. W. Miller, Cincinnati, Ohio, and Sam Jasulek, Dayton, Ohio.

Credentials—Fred W. Miller, Cincinnati, Ohio, chairman; John M. Meyer, Chicago, Ill.; Herman Shlesinger, Cleveland, Ohio, and Adolph Loeb, Philadelphia, Pa.

Legislative—Joseph F. Cullman, Sr., New York; Joseph Mendelsohn, New York; W. J. Lukaswitz, Dayton, Ohio; A. B. Hess, Lancaster, Pa., and Fred Griffin, Bloomfield, Conn.

Trade Regulations—Charles H. Hipple, Philadelphia, Pa.; Frank Baines, Janesville, Wis.; Samuel Hartman, Hartford, Conn.

Complaints—Joseph F. Cullman, Sr., New York, chairman; Ben Rothschild, Chicago, Ill., and I. H. Weaver, Lancaster, Pa.

Conference—Felix Eckerson, Philadelphia, Pa., chairman; Emil Wedeles, Chicago, Ill.; Roy Nolt, Lancaster, Pa., and J. A. Jensen, Edgerton, Wis.

PHILADELPHIA.

Sig Mayer Finds Orders Good on "Rey Oma"

SIG MAYER, of Sig Mayer & Company, manufacturers of the well-known "Rey-Oma" and "Rey-Oma" Ponies cigars, is now on an extended trip through the West and Southwest. Mr. Mayer has recently been in Kansas City but is now bound for Texas, where he will call on the trade in Dallas and other prominent cities.

Mr. Mayer advises the factory that "Rey-Oma" cigars continue their popularity in the Middle West, and to emphasize this statement has sent in some very fine orders on that and other brands.

Mr. Mayer will return to Philadelphia the latter part of June.

H. B. Grauley Back in His Office

After a quick trip around the circuit, H. B. Grauley, manufacturer of the well-known "Golden Rule" five-cent cigar and other brands, is back in his office at Sixth and Chestnut Streets again.

Mr. Grauley was gone a little over two weeks and covered fourteen States. He returned by the way of Memphis, Tenn.; Atlanta and Augusta, Ga., and Charleston, S. C. Mr. Grauley also visited Chicago, Omaha, Council Bluffs, St. Louis, Kansas City, Topeka, Emporia and several other cigar cities.

As regards the trip, Mr. Grauley reports that his orders were exceedingly satisfactory and that in addition he opened several new accounts. He states that business in both the South and West is still very conservative.

Acker Stores Take on "Perry" Pipe

The cigar department of the Finley Acker Company store at Twelfth and Chestnut Streets have recently added a line of "Perry" pipes. This is the first line of pipes carried by this store and sales have been exceedingly satisfactory to J. Durbin Acker, manager of this department. The window display which the makers of this pipe have arranged in one of the Twelfth Street windows, has had much to do with the success of these pipes, which are carried in several grades.

Warner Searle, premier salesman for the J. F. Portuondo Company, is in Chicago, and has begun an active campaign there on the several lines manufactured by this firm.

A splendid business has already been secured on "Chicos" and Mr. Searle, working through the local distributors, has also had good results on other products of this firm.

Pipe Display in Broad Street Store

THE display of the "Perry" pipe, which occurred in the Terry & Duncan store at 111 South Broad Street, has resulted in a marked increase in the pipe business for this store.

The display represents a man smoking a pipe, and a vapor is forced through a small hole at the mouth of the figure which gives the appearance of a smoker blowing out smoke. It has been a boost for this line of pipes.

These pipes are also known as "self-cleaners" and it is almost an impossibility for any of the drainings from the bowl or stem to enter the mouth, thus removing one of the principal objections to the pipe.

Willow Grove Privileges for Terry & Duncan

Terry & Duncan, with stores located at Tenth and Chestnut Streets and 111 South Broad Street, have secured the cigar privilege at the Willow Grove Casino for the current season.

The clear Havana lines which are featured are the "Webster" and "Sanchez & Haya," in Porto Rico goods the "Savarona," and the "Atwar" in nickel goods.

Ostrow Featuring "La Verdad" Brand

The connoisseurs of choice cigars have been giving Ostrow's City Cigar Store more than a passing glance recently, owing to the attractive window display on "La Verdad" cigars, manufactured by the well-known firm of Simon Batt & Company, of New York.

The window is trimmed with unusual skill and the various packings of "La Verdad" are shown to advantage. Smokers who appreciate a quality cigar selling for ten cents and up have been quick to pay a visit to Mr. Ostrow's counter.

Stork Calls at Home of R. M. Ellis

Reuben M. Ellis, vice-president of M. Melachrino & Company, was in Philadelphia last week, and was well pleased over the increased demand for these popular smokes.

A visit of the stork at his home recently, was also cause for felicitation from friends, and both mother and the new boy are doing well.

Do You Need a Traveling Salesman?

If you are looking for a salesman to represent you on the road, one who can appreciate and sell high-grade cigars, turn over to the "Business Opportunities," and tucked away among the little ads you will find a message from a man who may be just the fellow you are looking for. It won't do any hurt to get in touch with him anyway. Do it today.

San Francisco

Haas Brothers Get Distribution of "Garcia Grande"—Investigator Thinks Manilas Should be Advertised—Exposition Smoke Shops Have Clever Advertising Features

San Francisco, May 20th.

THINGS in San Francisco have shown a decided improvement since the opening days of the month, when the Pacific Coast was treated to a most unseasonable rain. In the first place, the local trade devoted itself largely last week to the entertaining of visitors. The Western Association of Retail Cigar Dealers was in session here for its Third Annual Convention, and the San Francisco Association gave them a considerable reception. Nearly two hundred and fifty delegates were present from all parts of the Pacific Coast States, though some of the delegates from the North were delayed by the washed out condition of the railroad from Oregon. Beside the regular routine business of the convention, one entire session was given over to a joint meeting with manufacturers and jobbers. At this meeting addresses were delivered by Congressman John I. Nolan, of California; E. C. Berriman, of Berriman Brothers, well known cigar manufacturers, and Milton Esberg, of M. A. Gunst & Company, leading Pacific Coast jobbers. The following officers were elected for the ensuing year:

President, J. R. Brewster; vice-presidents, Dan Dwyer, Guy Yonkin and W. H. Dedman; directors, A. R. Johnson, W. L. Alfred, E. L. Lippert, A. Surker, M. W. McManus, H. T. Shelly, J. B. Martin and D. Weinberger; treasurer, J. F. Dizard; secretary, N. E. Nelson.

Sol Arkush, who since the changes in the Bercovich Company a year ago, has been acting as distributor for the Luis Martinez line of cigars, has decided to sell direct from the factory hereafter and to discontinue the carrying of stock here. Mr. Arkush owns a home in Southern California to which his family is anxious to return, and he will hereafter make Santa Monica his headquarters when not on the road. For the time being a San Francisco office will be maintained at the old Sacramento Street location. Mr. Arkush is planning a trip to the Eastern Seaboard early next month.

Haas Brothers, wholesale grocers and cigar dealers of San Francisco, have taken over the distribution in this territory of the "Garcia Grande" line of cigars. "Manny" Hyman, representative of the manufacturers, closed the deal with Haas Brothers when he was in San Francisco last week.

J. J. Rafferty, of the Internal Revenue Office at Manila, P. I., who arrived in San Francisco a few days ago, comes with a special commission to look into the matter of the decrease of importations of Manila cigars into the United States, with a view to remedying any troubles that may be operating against the consumption of Manila cigars in this country. Mr. Rafferty believes that some well-placed advertising by the Manila manufacturers would help out.

G. Weider, a Woodland, Cal., retailer, has been visiting his friends in the local trade this week.

I. I. Hess, a San Francisco cigar man, now traveling in the North, was last reported at Seattle, where he is understood to be doing a good business.

Henry Kraus, of Kraus & Company, cigar manufacturers of Baltimore, arrived in San Francisco last week after a few days spent in Los Angeles and other Southern California points. He has been looking over the situation here in company with Arnold Pollak, Western agent for the Kraus & Company lines. He has also been spending some time at the Exposition, and says that he is returning to the Atlantic Coast as an Exposition booster.

Milton Glass, traveling representative of H. L. Judell & Company, of San Francisco, is now in the Humboldt County territory. With headquarters at Eureka, he is getting under way one of the biggest advertising campaigns known in the Humboldt section for some time. He has shipped in a large amount of advertising matter, covering the Judell lines—the "Watt," "Flor de Moss, "Chancellor" and "Webster." He has already put in a number of attractive window displays and has only begun.

"Spike," the dog with a human brain, is now on display at The Zone on the Exposition grounds. He is generally to be found at the Smoke Shop of H. L. Judell & Company, where he exhibits his superb intelligence and taste by smoking nothing but "Watt" cigars. "Spike" smokes his cigar like a man.

J. C. Armstrong, a retail cigar man of Suisun, Cal., spent last week in San Francisco seeing the sights at the Exposition.

The John Bollman Company has hit upon a very clever advertising scheme at the Panama-Pacific Exposition, where they are promoting their "Obac" cigarettes. Through H. L. Judell & Company, the local jobbers, the John Bollman Company has distributed to every concessionaire on the Zone an "Obac" megaphone for the use of the various spielers in announcing their numerous attractions. The megaphones are first-class in make and they are adorned with some first-class "Obac" advertising.

After spending about a week in San Francisco visiting friends and seeing the Exposition, Al Meyer, of Fleischman & Meyer, Bakersfield, Cal., has returned to his home town.

Julius Riesenberg, representative of Rosenthal Brothers, who has been spending a week or two in San Francisco, has left for other portions of his territory. While here, Mr. Riesenberg was accompanied by Mrs. Riesenberg, who came to take in the Exposition.

Edward Wolf has returned from his Eastern trip with some new things in prospect. It is understood that within a few days some new lines will be announced, and that about the same time the long contemplated changes in the Edward Wolf Company will be carried out. Mr. Wolf found that business conditions in the East were, at least, no better than they are here; but he is inclined to think that we may be on the edge of a change for the better.

J. Y. Teuason, of the Terminal Cigar Factory, of Manila, P. I., has been spending some days in San Francisco with his family and some friends, the chief object of the visit being to see the sights at the Exposition. Before leaving America, Mr. Teuason will visit the leading Eastern markets and will do some promotion work in the interest of his cigars.

"Polly" Willard, Pacific Coast representative of Kerns Brothers & Edwards and of Roig & Langsdorf, came down from the North early in the month and has since been working up business in this locality.

Henry Esberg, of the United Cigar Manufacturers' Company, came out from New York this week and will spend a few days with M. A. Gunst & Company in San Francisco.

Allen.

Tinkham Brothers, Buffalo, N. Y., local jobbers for the "Decision" cigar, manufactured by the Mendelsohn Company, Inc., have recently been doing some active work on this brand throughout the city under the direction of their Mr. Hi Martin. Mr. Martin successfully arranged for more than one hundred window displays on the "Decision." There will be a prize awarded in the near future for the best window display on the brand.

The Home of "The Truly Spanish House" in Tampa

How often in our youth have fond parents pointed to the giant oak and then showed us the tiny acorn from which it grew, thus emphasizing the fact that small beginnings have very little bearing on the ultimate accomplishments, and at the same time directing our attention to the possibilities of all small things.

How forcefully is this illustration brought to mind as we gaze at the picture below which shows the entire force of employees of Cuesta, Rey & Company, in 1889. If we count correctly, there are seventeen of them.

Entire force of Cuesta, Rey & Co. in 1889

Now look at the cut above which shows the main factory of the "Truly Spanish House" in Tampa. Then consider that today this firm employs more than one thousand hands in the United States and Cuba.

The output of their factories is the largest of any independent clear Havana factory in the world, averaging about two million cigars a month.

Consider that the import duties paid the Government each year approximate one-quarter of a million dollars. These are some of the big things done by Cuesta, Rey & Company today. Honest goods, efficient service and a determination to please have won out for the "Truly Spanish House."

The acorn planted in 1889 has spread to a gigantic oak. Seventeen employees have increased to more than one thousand. From one small factory there has grown up a number of larger ones and only recently a new warehouse was opened in Havana.

Cuesta, Rey & Company cigars are now found on sale in the finest stores, and are featured in the dining cars of practically all big railroad systems of the continent. The brand is found in the most exclusive clubs and in hotels practically everywhere.

Truly twenty-five years of earnest and honest effort have indeed been well rewarded.

German Banks Buy Control in Jasmatzi Company

That Anglo-American tobacco interests have decided to abandon their efforts to control the German market is evident in the recent announcement that a number of the biggest banks in Germany have bought the controlling interest in the Jasmatzi Company, of Dresden, which represented the Anglo-American interests.

The group of banks is headed by the Deutsche Bank, Dresdner Bank, Handels-Gesellschaft, and the Bleichroeder Bank. With the Jasmatzi concern they also take over a half dozen other firms in which Jasmatzi held a controlling interest. It is understood that the money to be paid for the stock will be sequestrated till after the war in order to prevent it from passing into English hands before hostilities cease. The transaction is greeted with satisfaction in German business circles since it puts an end to a long fight for the German cigarette market, in which all the German-owned factories were arrayed against the Anglo-American interests.

"United's" Fourteenth Anniversary

To celebrate its Fourteenth Anniversary, the United Cigar Stores Company last Saturday distributed double certificates to all purchasers in its stores throughout the country. Special efforts were put forth by the various sales staffs to make the day a notable one from the standpoint of returns.

Burke Confesses Canal Tobacco Fraud

Immediately after Major General George W. Goethals, Governor of the Panama Canal Zone, had resumed the witness stand in the trial of Jacob Salus, a New York tobacco merchant, charged, with John Burke and Ricardo Bermudez, with conspiracy to defraud the Government in connection with tobacco contracts with the commissary department of the Panama Railroad, Burke announced that he was ready to testify as a Government witness.

Burke said that in May, 1908, he met Salus and Ricardo Bermudez, ex-Governor of Colon, in Colon.

"The commissary department was in the market for tobacco," Burke testified. "I was to get one-third of the profits. I agreed that so long as they kept the price of tobacco as low as anybody else I would purchase from them."

Altogether, Burke said, Salus had furnished more than $200,000 worth of tobacco. He approved vouchers for Salus covering the sales. Burke declared he received the first payment from Bermudez, a draft on a New York bank for $1184. This and ten other drafts, covering the period from June 30, 1908, to July 12, 1913, totaled $20,982.

General Goethals testified that irregularities in the conduct of the department by Burke were first brought to his attention in September, 1913. He was turned over to William Rand, Jr., counsel for the defense, for cross-examination, to whom he admitted that the Panama Railroad is an independent company and that its status as such was in no way affected by the fact that the United States was the principal stockholder in the road.

American Sumatra Company President Pleased With Crop

Julius Lichtenstein, president of the American Sumatra Tobacco Company, is mighty well pleased these days for the crop conditions in Florida and Georgia, as well as in Connecticut, are exceeding expectations. In Florida and Georgia the crops are well under way while the planting in Connecticut has just begun. The acreage remains the same.

A Hustling Cigar Salesman

Said a cigar salesman the other day at the Hotel Pontchartrain, Detroit: "I once made a trip on a route formerly covered by an old salesman for my house. The territory was new to me, so I was given a list of the accounts the house had in the various towns on my route. I disregarded this list and each night when I got into a town the first thing I did was to get at a directory, turn to the business section and make a list of all houses in my line. The result was I found houses on side streets, firms in older business districts and stores in the suburbs, all legitimate trade and all possible buyers which the old salesman had never touched. I called on all and sold to many. On this trip over twenty new accounts were opened.

"One day the head of my firm wrote and asked: 'Where are you digging up all the new houses and since when have that many new stores opened in those towns?' Referring to the rating book, however, the head of the house soon found the houses sold to were all old-established institutions and had not been sold to before, simply because they were never called on.

"Call on the side street man; he has trade and it may be good trade, else he would not remain in business. Use the classified list of business houses in the directory of all the towns you go to. It costs nothing to consult and may yield larger returns. As you open these new accounts you can almost see the old man smiling as he gets your orders; and when you come in from the trip, if he is human and not a machine, he will greet you with a smile, a pat on the back and will say: 'Well done, my boy.'"

Al U. Thornburg.

Ostrom May Make Settlement Offer Soon

Earl D. Ostrom, Binghamton, N. Y., who owns two stores and one hotel stand in that city, and who recently filed a petition in bankruptcy, will make an effort to present a composition to his creditors, the offer of settlement to be made probably within the next few weeks.

Mr. Ostrom's liabilities and assets, which have been already listed in these columns, amount to $27,594 and $17,545 respectively. Though Fred R. Brunner was appointed receiver in the case under a $5000 bond, he has not been authorized to purchase new stock.

Among the principal creditors whose claims are secured, are William Buckland, $2050; Simon Batt & Company, $1724; Justin Seubert, Inc., $1299, and the First National Bank, $1200.

Among the unsecured creditors, are listed various names of prominence in the trade.

Church of the Brethren to Debate Tobacco Growing

Is tobacco growing a sin? This question promises to provoke much discussion at the Annual National Conference of the Church of the Brethren, which opens at Hershey, Pa., on June 3rd. Preparations are being made to care for 60,000 people.

At the yearly gathering of the Brethren, queries coming from local congregations are presented for general discussion and final adjudication, and of this year's questions, none promises to excite more spirited argument than that dealing with the growing of tobacco.

In their aversion to what they term "the things of the world," some of the members of the Church of the Brethren have regarded unfavorably the use of tobacco. The members of the Blue River Church of Northern Indiana have now gone so far as to petition the annual meeting "to prohibit members of our church from raising tobacco."

SIGNS THAT TALK

Paper Enameloid Signs

For indoor advertising this product of our factories leads the field. The improvement in business is indicated by the rapid increase in orders from cigar and tobacco manufacturers for our High Class PAPER ENAMELOID SIGNS.

These signs *compel* attention. For reviving business in old territory or for introducing your products in new districts our signs excel in the matter of RESULTS.

Samples Sent to any Rated Concern

WE CATER TO QUANTITY USERS AND MANUFACTURERS

THE TOBACCO WORLD REGISTRATION BUREAU

The Tobacco World, established in 1881, has maintained a Bureau for the purpose of Registering and Publishing claims of the adoption of Trade-Marks and Brands for Cigars, Cigarettes, Smoking and Chewing Tobacco, and Snuff. All Trade-Marks to be registered and published should be addressed to The Tobacco World Corporation, 236 Chestnut Street, Philadelphia.

One Dollar for each title must accompany all applications. In case title or titles cannot be registered owing to prior registration, same will be returned immediately, less our usual charge for searching and return postage, or it will be credited if desired.

☞ Positively no responsibility assumed for errors, duplications or any controversies which might arise. We will not under any circumstances act in a legal capacity in cases concerning disputed titles. We maintain a bureau of records only.

REGISTRATIONS

DETROIT SPEEDWAY:—30,912. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. May 11, 1915. Michigan Cigar Box Co., Detroit, Mich.

MAIDEN DETROIT:—30,913. For cigars, cigarettes, cheroots and tobacco. May 12, 1915. Wadsworth-Campbell Box Co., Detroit, Mich.

TIMELY TOPICS:—30,914. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. May 12, 1915. Pasbach-Voice Litho. Co., New York, N. Y.

MADE IN SCRANTON:—30,915. For cigars. May 12, 1915. Cigar Manufacturers' Association of Scranton, Pa., Scranton, Pa.

J. P. K.:—30,916. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. May 14, 1915. Prince Cigar Mfg. Co., Trenton, N. J.

RITE OROMA:—30,917. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. May 14, 1915. S. R. Moss Cigar Co., Lancaster, Pa.

RITE AROMA:—30,918. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. May 14, 1915. S. R. Moss Cigar Co., Lancaster, Pa.

MICHIGAN FASHION:—30,919. For cigars, cigarettes, cheroots. May 14, 1915. Davis Cigar Co., Detroit, Mich.

FLINT FASHION:—30,920. For cigars, cigarettes, cheroots. May 14, 1915. Davis Cigar Co., Detroit, Mich.

GRANT HIGHWAY:—30,921. For cigars, little cigars, cheroots and stogies. May 15, 1915. John McHugh, Galena, Ill.

CLIFTON CLUB:—30,922. For cigars. May 18, 1915. J. Friedlander, Cleveland, O.

NEW CHALLENGE:—30,923. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. May 18, 1915. G. L. Rosenberg.

OSCAR'S 5c. STRAIGHT:—30,924. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. May 18, 1915. Oscar Therrien, Elgin, Ill.

NEW COLLEGE:—30,925. For cigars. May 19, 1915. D. Ornstein, Philadelphia, Pa.

GREAT IDEA:—30,926. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. May 19, 1915. J. W. Minnich, Son & Co., Dallastown, Pa.

FINE IDEA:—30,927. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. May 19, 1915. J. W. Minnich, Son & Co., Dallastown, Pa.

LONG IDEA:—30,928. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. May 19, 1915. J. W. Minnich, Son & Co., Dallastown, Pa.

SPLENDID IDEA:—30,929. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. May 19, 1915. J. W. Minnich, Son & Co., Dallastown, Pa.

GRAND IDEA:—30,930. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. May 19, 1915. J. W. Minnich, Son & Co., Dallastown, Pa.

SLICK IDEA:—30,931. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. May 19, 1915. J. W. Minnich, Son & Co., Dallastown, Pa.

FUNNY IDEA:—30,932. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. May 19, 1915. J. W. Minnich, Son & Co., Dallastown, Pa.

LA YENADA:—30,933. For cigars. May 20, 1915. National Litho. Co., New York, N. Y.

A. B. C. CHECKS:—30,934. For cigars, cigarettes and tobacco. May 21, 1915. Frank Bauer, Seneca Falls, N. Y.

N. COLOS:—30,935. For cigars. May 21, 1915. Nunzo Colosi, Philadelphia, Pa.

EVEN DRAW:—30,936. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. May 22, 1915. Pasbach-Voice Litho. Co., New York, N. Y.

ROUND KAN:—30,937. For cigars, cigarettes, stogies and tobaccos. May 25, 1915. Chicago Co-operative Cigar Co., Chicago, Ill.

INAKAN:—30,938. For cigars, cigarettes, stogies and tobaccos. May 25, 1915. Chicago Co-operative Cigar Co., Chicago, Ill.

SQUARE KAN:—30,939. For cigars, cigarettes, stogies and tobaccos. May 25, 1915. Chicago Co-operative Cigar Co., Chicago, Ill.

THE SEAL OF KENSINGTON:—30,940. For cigars. May 25, 1915. Henry Loesch, Philadelphia, Pa.

CANCELLATION

C. M. A.:—30,885. For cigars. Registered April 26, 1915, by N. H. Higgins, Scranton, Pa. Cancelled May 14, 1915.

TRANSFERS

GALENA CIGAR CO.:—23,965. For cigars, cheroots, stogies. Transferred May 19, 1915, to John McHugh, Galena, Ill., by Galena Cigar Co., Galena, Ill.

SMOKRITE:—25,310. For cigars, cigarettes, cheroots, stogies. Transferred May 19, 1915, to John McHugh, Galena, Ill., by Galena Cigar Co., Galena, Ill.

Skimin Purchases Moore Store in Saginaw

Gilbert S. Skimin, for some time manager of the Moore cigar store at the corner of Franklin and Genesee Streets, Saginaw, Mich., has recently purchased the same and will continue the stand under its former name.

Mr. Moore has been in the cigar business for nine years and is thoroughly acquainted with the retail cigar and tobacco business. He was born in Saginaw and was educated there. He is a popular young business man and has a large following among the smokers.

Mr. Skimin announces that the present staff of assistants will be retained.

Andrew Hacker Takes New Quarters

Andrew Hacker, who at present occupies 421 Ridge Avenue, Catasauqua, Pa., with a full line of cigars, tobaccos and candies, is now having the property at 341 Ridge Avenue renovated and will remove to that location in a short time.

John Fidler has purchased the stock of Mr. Hacker in the present location and will assume charge as soon as Mr. Hacker vacates.

American Tobacco Company Has Promising Outlook

The American Tobacco Company is understood to be in an unusually strong position as far as supply of leaf tobacco is concerned. The company is said to have picked up a large amount of leaf during the war times, at a cost far below the average of the previous twelve months, and will reap the benefit of its advantageous contracts already closed for leaf over the next year and a half.

A prominent tobacco interest who is in close touch with the affairs of the American Tobacco Company, in speaking of the outlook, says:

"On business already secured, I feel confident in saying that the American Tobacco dividend at the 20 per cent. rate is a certainty over the next four quarterly payments at least. The company's earnings have increased, and its strong position in the leaf market is another important factor in consideration of the dividend outlook."

"44" Salesman to Locate in San Antonio

M. Zander, the well-known representative of the "44" Cigar Company, has recently arrived in San Antonio, Texas, with his family. That city will be the future home of Mr. Zander.

Tobacco Salesman Heir to an Estate

REWARD—$250 for information as to whereabouts of William O'Sullivan, tobacco salesman, aged 44; left valuable estate. Address James O'Sullivan, Trustee, Port Huron, Mich.

The above advertisement, which has recently appeared in New York papers, relates to the settlement of an estate valued at from $300,000 to $500,000. William O'Sullivan is sought by his brother James in order that he may obtain his share of the estate, and also facilitate the settlement of the same.

Five years ago William left Port Huron. Soon after he left home his father died, but his will showed that William inherited his full share of the property. Since then the brother and other relatives have left no stone unturned to find the missing heir and have advertised for him in all parts of the country.

About a year and a half ago William was heard from in an indirect way in Pittsburgh, but an immediate search failed to find him, and it was said he had gone to New York City, where the search was taken up but proved unsuccessful.

William has until March 1, 1916, to return to Port Huron and claim his share of the property. If he is not there on or before that date he will forfeit his share of the estate.

Everybody Will Save This Trading Stamp

With the multitude of trading stamps now in use in different parts of the country, it is rather difficult to find one that will make an appeal to every one. However, a Louisville, Ky., firm has hit on a scheme which will apparently have a large following.

Recently the concern in question made an announcement that hereafter they would give a discount of 3 per cent. on the dollar in United States postage stamps. Certainly every one can use them. Every one will save them and then they have a cash value for which they can always be redeemed.

Cut-Price War Benefits Consumer in St. Louis

The drug stores in St. Louis have fallen back in their trenches and are preparing for a long siege according to a recent report. They were advancing in close formation and cutting prices on many of the staple cigar brands when the United Cigar Stores took cognizance of the invasion and prepared immediately to meet the attack. David Myer, head of the local United Cigar Stores organization, has brought in 2,000,000 rounds of ammunition in the form of ten-cent cigars which the "United" will sell at seven cents. The drug stores have likewise made preparations and meanwhile the consumer, being strictly "neuter," is buying his smokes much cheaper than for some time. Also there are many nickel smokers who are willing to add two cents and get a ten-cent quality cigar for seven cents.

Southbridge Merchant Sells Business

Herbert A. Dresser, for twenty-six years a tobacconist at Southbridge, Mass., recently sold his business to George Costa and Vasil Mitro, the new proprietors taking immediate possession. Mr. Dresser at one time conducted a cigar factory making the well-known "Valdivia's Standard." Dresser's cigar store has for many years been a popular gathering place and the discussion of events and the swapping of stories has been an evening diversion at the stand for many years.

Isaac Siegel, a cigar manufacturer of Mt. Vernon, N. Y., has recently filed a petition in bankruptcy listing his liabilities at $1356 and his assets at $1337.

Classification on Cigarette Containers Attacked

A complaint against classification regulations on cigarette containers was filed with the Interstate Commerce Commission in Washington, D. C., recently, by the Liggett & Myers Tobacco Company. The Aberdeen & Rockfish and all other railroads which are parties to the Western, Official and Southern Classifications were named defendants. It was pointed out that in Western and Official Classification territories the roads assess double first-class rates on cigarettes packed in corrugated strawboard boxes, and in Southern Classification the charges are three times first-class rates. Much lower rates are assessed on cigarettes when packed in wooden and other containers.

The complainants declared that cigarettes can be shipped with entire safety in double-faced corrugated strawboard boxes and that there should not be any discrimination in cigarettes so packed and cigarettes packed in wood. The Commission was petitioned to enter an order declaring that cigarettes shipped in strawboard boxes should be classed under the same rates as are cigarettes shipped in wood or other containers and in no instance greater than the first-class rates.

The Liggett & Myers Tobacco Company said that they have factories at Durham, N. C.; Richmond, Va.; New York, New Orleans, San Francisco, Philadelphia, St. Louis, Chicago and Toledo. From these factories cigarettes are shipped to every State and territory in the United States.

Only Cigarette Factory in Porto Rico Purchased

The cigarette factory of Infanzon & Rodriguez, the only competitor which the Porto Rico-American Tobacco Company has had in Porto Rico for a long time, together with all rights to the "La Habanera" brand of cigarettes, has been purchased by the Porto Rico-American Tobacco Company. The latter will hereafter operate the cigarette factory at Mayaguez, where the Infanzon & Rodriguez firm manufactured.

Angel Rodriguez, who has had charge of the manufacturing end for the firm, will remain in charge of the factory in the employ of the Porto Rico-American Tobacco Company.

It is announced that the sale of the cigarette factory in no way involves the cigar business in which Mr. Rodriguez is also interested.

Drawbacks Allowed on Cigarettes

Among the drawback allowances recently granted was one on cigarettes manufactured by Philip Morris & Company, New York, with the use of imported Turkish tobacco. Another drawback was allowed on cigarettes designated as "56," manufactured by the Cado Company, Inc., of New York, with the use of imported Turkish tobacco.

Motorcycle Contest to Boost Liggett & Myers Brands

Representatives of Liggett & Myers Tobacco Company have recently completed the placing of motorcycle contests in Charlotte, N. C., and its suburbs. Votes in the form of fronts from the packages of the company's brands of cigarettes will decide the winner. In North Carolina cities where this form of advertising has been introduced it has met with immediate success.

Cuban Cigarmakers Leaving Key West

According to a recently published statement, the Cuban consul at Key West has sent back at the expense of his government 1400 Cuban cigarmakers and their families.

The decreasing demand for the finer sizes of cigars and the increase in the consumption of cheaper brands, together with the competition of the factories in the North, is said to be responsible for the present condition.

Leaf Tobacco Notes

PENNSYLVANIA

Lancaster, Pa.

Reports received through the Lancaster County Tobacco Growers' Association indicate that the acreage planted in tobacco this spring will be the same as last year.

It is a matter of surprise among the trade that the new crop has been virtually sold, earlier than the last of the 1913 crop was disposed of, for a lot of it did not find buyers until summer. Because of dissatisfaction over the prices paid the last few years, the formation of community tobacco pools has been attempted in several localities, but the movements have been failures. A movement is now on foot to organize what is to be called the Agricultural Trust Company, with a capital of $300,000. It is designed to have it back the tobacco growers, rather than farmers at large.

KENTUCKY

Paducah, Ky.

With a week of hard rains, all tobacco under contract in the dark growing districts of Kentucky and Tennessee is being moved into the buying centers at an accelerated pace. A thousand wagon loads were delivered in Paducah alone in the course of four days and buyers estimate that less than a million pounds will be left in the district under contract, when the season is at an end.

The round price has risen substantially since the last delivery season and growers are realizing appreciable increases. The loose leaf market which has also been active has recorded a minimum price of $6 per hundred pounds for leaf during the past week, and has reached a top price of $9 frequently. Plug tobacco has ranged all the way from $2.25 to $5 per hundred, an advance of from one to two cents.

The sudden movement of tobacco has been quickly reflected in the business situation in the growing districts and money has been moving more freely than for several months. The growers are now very much encouraged over the outlook for the new season and believe with a short crop that they will be able to take the price higher than in 1914. Recent rains have been beneficial to the young plant beds and a good yield is in prospect.

The English, French and Italian buyers are most active. The American, Dutch, and German and Austrian interests are buying very meagrely and only of particular grades.

Owensboro, Ky.

Farmers in the city the last few days are not at all optimistic about the outcome of the tobacco plant situation. Young plants in the beds have not showed up as was expected after the rains and the warm spell that has been sufficient to bring out the meadows. Some cut worms, and of a large variety, have made their appearance on the lower grounds about the county, but as yet they have not risen to the dignity of a pest. The hot spell continuing will drive them down again.

T. A. Kennedy Buys Scranton Stand

T. A. Kennedy, for ten years a tobacco salesman for different tobacconists, has recently purchased the cigar stand in the Miller Building, Scranton, Pa. Simon Morris, the former owner, gave immediate possession.

Mr. Kennedy will solicit box trade on the outside in addition to operating the stand in the Miller Building. For many years Mr. Kennedy was chief of staff for Frank J. O'Hara, and later he was in charge of the H & M store at Spruce and Penn Streets.

Meet me at the Tuller

For Value, Service, Home Comfort

New HOTEL TULLER

Detroit, Michigan

Center of business on Grand Circus Park. Take Woodward car, get off at Adams Avenue

ABSOLUTELY FIREPROOF

200 Rooms, Private Bath, $1.50 Single, $2.50 Up Double
200 " " " 2.00 " 3.00 " "
100 " " " 2.50 " 4.00 " "
100 " " "3.00 to 5.00 " 4.50 " "

Total 600 Outside Rooms

ALL ABSOLUTELY QUIET

Two Floors—Agents' Sample Rooms

New Unique Cafes and Cabaret Exellente

A New Window Trimming Book

¶ The most useful window trimming book that has yet been offered to the public.

¶ This book contains a total of 150 backgrounddrawings and a number of small detail sketches.

¶ The first half of the book has the displays arranged in the order in which they should be installed.

¶ The backgrounds are arranged in such a way that anyone can follow them out.

¶ The editor has had more than twenty-five years' experience in every phase of window trimming and it has taken ten years' continuous work to prepare the drawings. Every merchant should possess a copy of "SHOW-WINDOW BACKGROUNDS". **Prepaid, $1.50.**

Tobacco World

236 Chestnut Street Philadelphia

BUSINESS OPPORTUNITIES

For Sale, Wanted and Special Notices

RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

Special Notices.

MONROE ADLER,
CIGAR BROKER,
186 N. La Salle St., Chicago, Ill. 6-17-he

LANCASTER STOGIE COMPANY,
MANUFACTURERS OF HIGH GRADE STOGIES,
120 Water St., Lancaster, Pa.

HIGHEST GRADE OF WHEELING STOGIES—That will please the most exacting smoker, are made by C. A. Kase, Seventh and Main Streets, Wheeling, W. Va.; Factory 23; Established 1895.

Wanted.

CASH PAID FOR CUTTINGS, SCRAPS & siftings. Write to H. Adler & M. Meyerson, 332 E. 48th, New York

IMPORTANT NOTICE TO CIGARETTE MANUFACTURERS—We manufacture cigarettes for the trade; we also supply tobacco boxes and labels 25 per cent. cheaper than elsewhere. Brands registered. Write for particulars. Live distributors wanted. The Soter Company, 235 Canal Street, New York City.

WE WILL BUY for cash or will sell on consignment for cash or on commission, job lots of cigars. Goods must be in good condition at attractive prices. Bank and trade references furnished on demand. D. H. Salinger & Co., 56 E. Randolph Street, Chicago, Ill. 4154

Situation Wanted.

WANTED—Position as traveler for a first-class house, who make a high-grade line of five- and ten-cent cigars. Am employed at present, but desire a change. Would like a personal interview. I have at present a large trade in the Middle West with the best jobbers there. Address, Box 71, "Tobacco World."

Wanted.

WANTED—Job lot cigars in any quantity. H. M. Lakoff, wholesale tobacconist, 316 Market St., Philadelphia, Pa.

DEALERS AND JOBBERS WANTED to handle the wonderful "NOBLY" cigarettes. Apply to A. Silberberg, manufacturer, 42 First Avenue, New York City.

SEED LEAF and Spanish binders for sale. Ezra Shank, R. F. D. No. 6, Dayton, O.

EXPERIENCED DECORATOR will arrange for displays in cigar store windows in Philadelphia. Box 888, "Tobacco World."

For Sale.

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 E. 78th St., New York. 9-1-tf

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

FOR SALE—Two Universal stripping and booking machines at a bargain. Address, B. Payn's Sons' Tobacco Company, Albany, N. Y.

Government Classification Sustained in Wrapper Dispute

Customs disputes regarding the character of tobacco importations made by Mendelsohn, Borneman & Company, of this city, and F. Lozano, Son & Company, Jacksonville, were settled recently by the Board of General Appraisers when contentions raised by these firms were overruled. The Collector took duty under the tariff at the rate of $1.85 per pound of unstemmed wrapper leaf tobacco. It was claimed that the bales contained less than 15 per cent. of wrapper and should therefore be allowed to enter at 35 cents a pound. While the testimony was rather conflicting, Judge McClelland reached the conclusion that the Government's classification in both cases was correct.

Cigarette Monopoly Proposed in Germany

Proposals have been repeatedly submitted to the Bundesrat in Germany during the past few years for the institution of a government monopoly in cigarettes. The proposals have come, says the "Commerce Reports," from German cigarette manufacturers who regard a government monopoly as the best method of meeting the competition of the American company.

Estimates of the indemnity to be paid and of the revenues to accrue to the Imperial Government far in excess, it is claimed, of the present income from the duty on cigarettes accompanied the proposals. The latter, like all others, have been carefully examined by the Imperial Treasury Department and doubt cast on the correctness of the estimates. Rumor now has it that the monopoly plan is being seriously considered. Although it is not believed that official steps have already reached that point, it is nevertheless possible that the proposals will be adopted in the near future.

Nattans Brothers to Develop Drug Chain

A report from Baltimore states that the three large downtown drug stores of the Liggett Drug Company, in that city, have been sold to a recently incorporated concern known as the Ralph A. Nattans Drug Company, composed principally of Ralph A. and Arthur Nattans.

So far as the report discloses, this transaction does not involve necessarily any of the other Liggett drug stores, scattered throughout the country, though there is naturally a suspicion that such a result might ensue, in view of the recent tendency to "chain up" large drug store systems. The report does state, however, that it is the intention of the company to eventually cover the entire city and suburban sections of Baltimore by a complete chain of drug stores, which, when completed, will make the Nattans Company the largest retail drug enterprise doing business in any single city.

The plans of the new corporation go even further than the confines of Baltimore, inasmuch as it has been decided by the officials of the company to open stores in such cities as Washington, Wilmington and Philadelphia. It is understood that both Ralph A. and Arthur Nattans will shortly discontinue as active members of the Read Drug and Chemical Company.

"LA MEGA" MADE IN BOND
HAVANA CIGARS OF THE HIGHEST QUALITY AND BEST WORKMANSHIP
V. Guerra, Diaz & Co., Tampa, Fla.

NEWMANN & GACH - Fancy Connecticut Wrappers and Havana our Specialty - Chicago

TIME an' tide wait for no man, but th' feller that knows how, can make both of 'em wait ON him an' work FOR him.

Velvet Joe

HEARKEN to Velvet Joe—the one public man who has no enemies. He wants you to get in line with him *now*, and get the full benefit of the good work he is doing for VELVET SMOKING TOBACCO.

When an already popular, wide selling brand like VELVET becomes more than a "brand" and begins to be a national institution—then is the time to take the tide at its flood.

Jobbers and dealers everywhere are finding that smokers are now getting double enjoyment from VELVET. The widely quoted, sunny sayings of Velvet Joe add to the satisfaction that men find in this choicest Kentuckey Burley tobacco with the aged-in-the-wood smoothness.

Now is your time —the tide is running. Go with it!

One pound Glass Humidors

5c Bags
10c Tins

Liggett & Myers Tobacco Co.

JOHN F. HEILAND & CO.
Lancaster County Fancy B's
LANCASTER, PENNA.

J. K. LEAMAN
Packer of and Dealer in Leaf Tobacco
Office and Salesroom
110-112 W. Walnut St., LANCASTER, PA.
Warehouse: Bird-In-Hand, Lancaster Co., Pa.

John F. Nissly & Co.
Packers and Dealers in
LEAF TOBACCO
And Importers of HAVANA
No. 143 Market Street, Lancaster, Pa.

Established 1890 Correspondence Solicited
KEYSTONE VARIETY WORKS
HANOVER, PENNA.
Cigar Ribbons, Silk Imitation and Muslinola Ribbon Printed or Stamped in Gold or Silver
Labels. Stock Cards. Give Us a Trial. We Want Your Opinion

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of LEAF TOBACCO
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

For Genuine Sawed CIGAR BOXES, Go to Established 1890
Keystone Cigar Box Co., Sellersville, Pa.
Our Capacity for Manufacturing Cigar Boxes is Always Room for One More Good Customer
MONROE D. SELLERS, SELLERSVILLE, PA.

The Standards of America:
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

F. ROCHA & CO. Cable: "DONALLES"

Havana Leaf Tobacco

Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba

SAN MIGUEL 100 HABANA, CUBA

M. A. SUAREZ & CO.
(S. en C.)

Growers, Packers and Dealers in **Leaf Tobacco**

Figuras 39-41, Cable "CUETARA" Havana, Cuba

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IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO

306 NO. THIRD STREET, PHILADELPHIA

K. STRAUS & CO.

Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

HIPPLE BROS. & CO.

Importers of Havana and Sumatra and
Packers of Seed Leaf Tobacco
Finest Retail Department in Pennsylvania

151 North 3d St., Philadelphia

For Quick Results
try The World's "Want Page"

A. Cohn & Company

Importers of Havana and Sumatra, Packers of Seed Leaf Tobacco and Growers of Georgia Sumatra

142 Water Street, . . . New York

Established 1870 Factory No. 79

S. R. KOCHER

Manufacturer of Fine Havana and Domestic Cigars and packer of Leaf Tobacco

Leading brands—"Volitta," "Quaker," Nabobs," "1-4-5," "Havana Cream," "Imperial Beauty," "Little Yara"

Correspondence with wholesale and jobbing trade invited
Factory and Offices: WRIGHTSVILLE, PA.

MANUEL MUNIZ HILARIO MUNIZ
VENANCIO DIAZ, Special Partner

MUNIZ HERMANOS
S en C
Growers and Dealers of
VUELTA ABAJO, PARTIDO
AND REMEDIOS TOBACCO
Reina 20, Havana

CABLE: "Angel" Havana P. O. Box 98

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

E. A. KRAUSSMAN Importer of
HAVANA TOBACCO
168 Water Street . . . . . New York

SCHELTEMA & QUANJER
Importers of Sumatra and Java Tobacco
180 WATER ST., NEW YORK, N. Y.

JULIUS MARQUSEE, 141 Water Street, New York
Packer and Dealer in All Grades of Seed Leaf Tobacco
TELEPHONE 3986 JOHN

Results THE TEST OF A GOOD TRADE PAPER
THE TOBACCO WORLD GETS RESULTS

CARDENAS y CIA Cable Address, "Nasdecar"

Almacen de Tabaco en Rama

SPECIALTY—VUELTA ABAJO AND ARTEMISA

126 AMISTAD ST. HABANA, CUBA

HEINRICH NEUBERGER

Leaf Tobacco Merchant

HAVANA, CUBA—Consulado 115

NEW YORK, No. 130 Water Street BREMEN, GERMANY

CigarRibbons Largest assortment of Plain and Fancy Ribbons
Write for Sample Card and Price List to Department W

WM. WICKE RIBBON COMPANY
Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain
WOODHAVEN AVENUE, GLENDALE, NEW YORK

GEO. SCHLEGEL
22nd St. and Second Ave., NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET,
LOUIS G. CAVA, Mgr.

SOBRINOS de A. GONZÁLEZ
Founded 1868

LEAF TOBACCO MERCHANTS

Packers of VUELTA ABAJO, SEMI VUELTA,
PARTIDO, and all varieties of Tobacco grown
————in the Santa Clara Province————

Cable Address "ANTERO"
WAREHOUSES and OFFICES
INDUSTRIA, 152, 154, 156, 158, HAVANA, CUBA

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

ERNEST ELLINGER & CO. Packers and Importers
OF HAVANA TOBACCO
Havana Warehouse, Salud 15. New York Office, 133-137 Front St.

Joseph Mendelsohn Louis A. Borneman
MENDELSOHN, BORNEMAN & CO.
HAVANA TOBACCO IMPORTERS
HABANA, AMISTAD 95 196 WATER STREET, NEW YORK

Manuel Alvarez & Co.
Importers and Packers of Havana Leaf
And Packers of Puerto Rican Tobacco
Havana Office SAN MIGUEL 136 Puerto Rico Warehouse CAYEY New York Office 178 WATER STREET

E. L. NISSLY & SONS
GROWERS AND PACKERS OF
CHOICE CIGAR LEAF TOBACCO
Packing Houses: Lancaster, Florin. Main Office: Florin, Pa.

Critical Buyers always find it a pleasure to look over our samples
Samples cheerfully submitted upon request.

MILTON H. RANCK
Packer and Dealer in
Domestic Leaf Tobacco
Office: Cor. Duke and Chestnut Streets
LANCASTER, PENNA.
Packing Houses: Strasburg and Lancaster

Michaelsen & Prasse
Commission Merchants
Leaf Tobacco & Cigars
18 Obrapia Street, Havana, Cuba
Address: Cable "UNICUM" P. O. Box 28

MAXIMILIAN STERN
Havana Tobacco
Clavel No. 1, Havana, Cuba 165 Front Street, New York

ESTABLISHED 1877 NEW FACTORY 1904
H. W. HEFFENER & SON
Steam Cigar Box Manufacturers
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Patented Wire Bound Shipping Cases
HOWARD & BOUNDARY AVE. YORK, PA.

HEYWOOD, STRASSER & VOIGT LITHO. CO.

26TH STREET & 9TH AVENUE, NEW YORK

MANUFACTURERS OF

CIGAR BOX LABELS
BANDS AND TRIMMINGS

WESTERN OFFICE, 167 W. WASHINGTON ST. CHICAGO, ILL.
PHILADELPHIA OFFICE, 420 DREXEL BUILDING.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Established 1834
WM. F. COMLY & SON Auctioneers and Commission Merchants
27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES. SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

NEW ORLEANS — SAN FRANCISCO
CIGAR LABELS
American Lithographic Co.
NEW YORK.
CHICAGO. — CINCINNATI

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

Havana Warehouse Monte 167 — Telephone John 1942
M. LOPEZ & CO.
Formerly of
CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJO TOBACCOS
90 Wall St., New York

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37TH ST. BROOKLYN, N.Y.
CIGAR LABELS & BANDS
BRANCH OFFICE
170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR LABELS OF HIGHEST QUALITY — CIGAR BANDS — SHOW CARDS — FOLDING BOXES, ETC.
WM. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST
EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY

These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in The Tobacco World. No bogus advertising admitted.

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26TH STREET & 9TH AVENUE, NEW YORK

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PHILADELPHIA OFFICE, 420 DREXEL BUILDING.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
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AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
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INTENTIONAL SECOND EXPOSURE

The World's Standard Cigar

FLOR DE TABACOS DE PARTAGAS Y Cª HABANA

The Real Independent Factory in Havana

Cifuentes, Fernandez y Ca.

Calle De La Industria, 172-174

HABANA, CUBA

General Agent for United States and Canada

ROBERT E. LANE

115 BROADWAY, NEW YORK

THINK IT OVER

THEN TRY IT OUT

Some certain brand of nickel cigar sells by far the best in your territory. To the dealer this brand is as staple to his stock, as bread is to the home.

Perhaps you control this brand; on the other hand, it may be a competitive firm. In either event, it will pay for many reasons to investigate the **"BOLD".**

For **BOLD** is just that sort of cigar; "A Born Leader," known everywhere as

BOLD

ABOVE ALL

The "First Seller" for Many Firms

BOBROW BROS., Philadelphia

FIFTY SIX

CIGARETTES

MADE IN AMERICA OF THE

"HIGHEST GRADE TURKISH TOBACCOS"

- NO OTHER INGREDIENTS -

CADO CO. INC. NEW YORK, N.Y.

BACHIAS

Havana Cigars

For Men of Means

Renowned for Uniformity

IDENTIFIED BY THE GREEN AND GOLD BAND

R. A. BACHIA & CO.

47 West Sixteenth St. New York

Behrens & Co.

Havana, Cuba

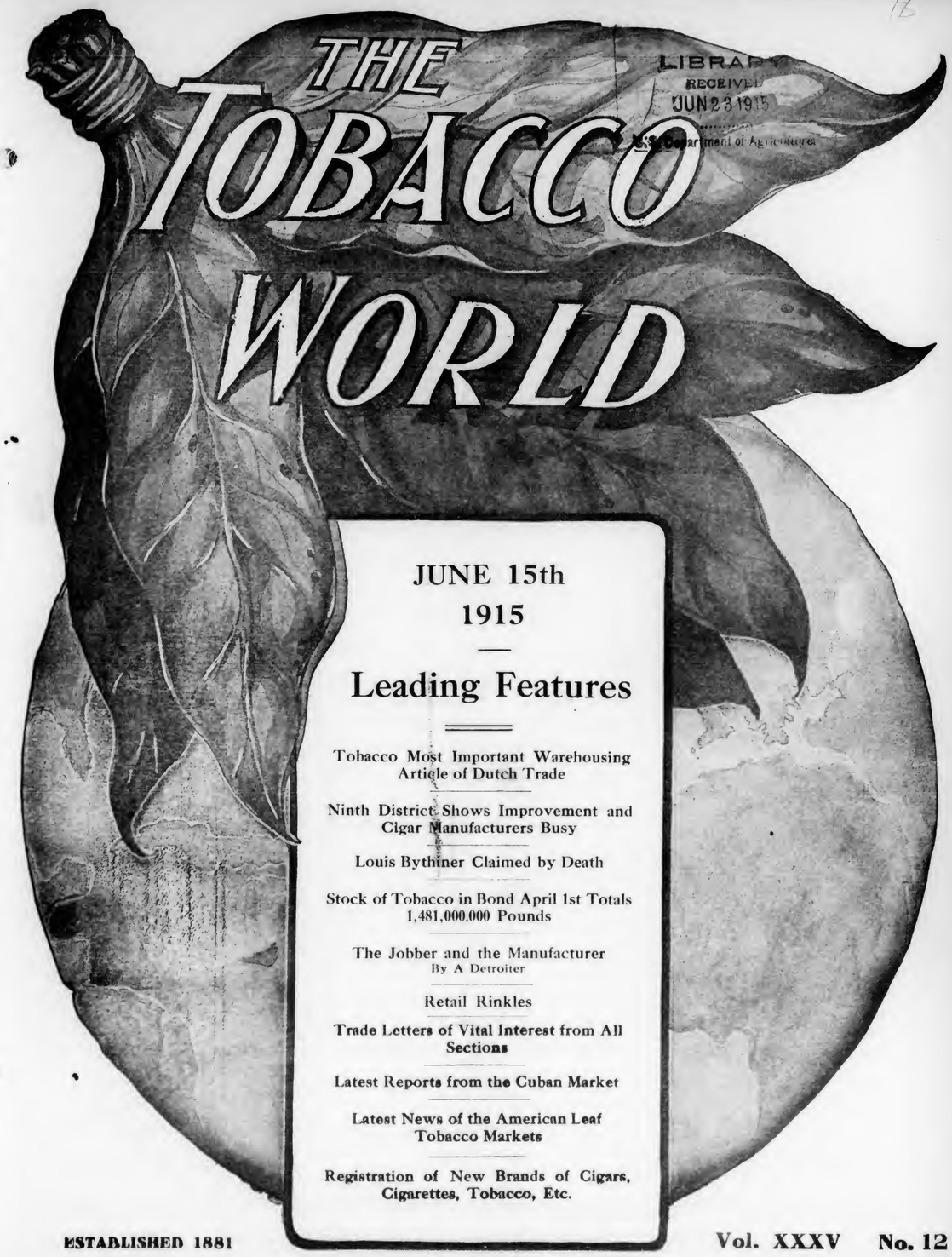
Consulado 91-93

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always a little better than Havana's Best



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Leading Features

Tobacco Most Important Warehousing Article of Dutch Trade

Ninth District Shows Improvement and Cigar Manufacturers Busy

Louis Bythiner Claimed by Death

Stock of Tobacco in Bond April 1st Totals 1,481,000,000 Pounds

The Jobber and the Manufacturer
By A Detroiter

Retail Rinkles

Trade Letters of Vital Interest from All Sections

Latest Reports from the Cuban Market

Latest News of the American Leaf Tobacco Markets

Registration of New Brands of Cigars, Cigarettes, Tobacco, Etc.

ESTABLISHED 1881 Vol. XXXV No. 12

PUBLICATION OFFICES: 236 Chestnut Street, Philadelphia

F. C. LOZANO — J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue

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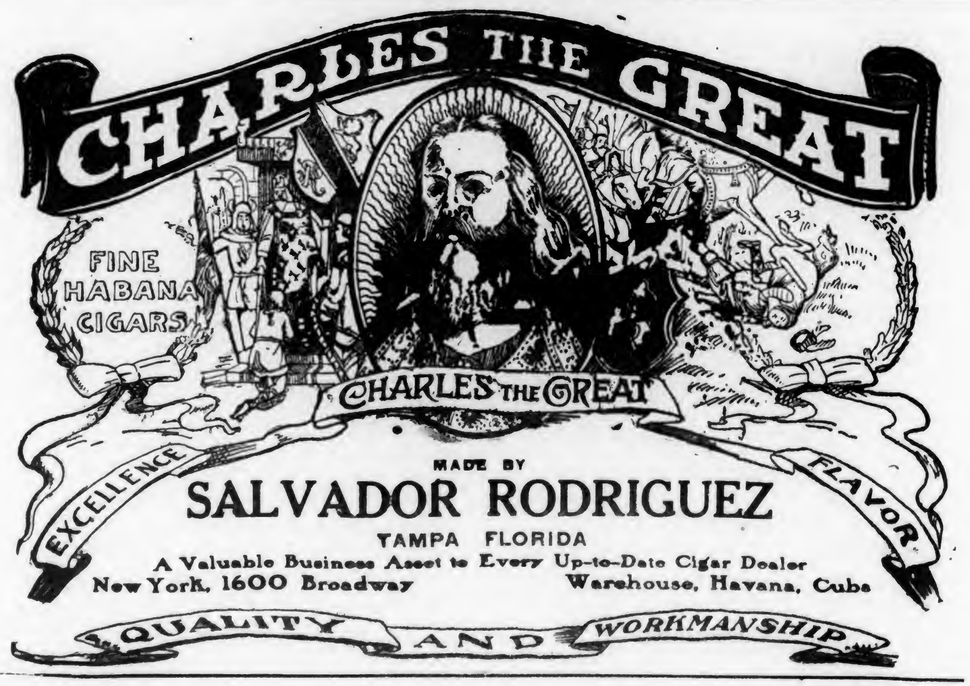

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SALVADOR RODRIGUEZ

TAMPA FLORIDA

A Valuable Business Asset to Every Up-to-Date Cigar Dealer

New York, 1600 Broadway — Warehouse, Havana, Cuba

QUALITY AND WORKMANSHIP

¶ If quality counts we are the firm who can take care of your requirements on Cigar Labels, Cigar Bands, etc. We are "*Right There*" with service and price also.

"Everything that's Lithographed"

Pasbach-Voice Lithographing Co., Inc.

25th Street Cor. of 11th Ave.
NEW YORK CITY, N. Y.

Western Branch
30 East Randolph Street, Chicago, Ill.
JOHN B. THATCHER, Manager

TWO NEW SIZES

SINTOMA

10c CIGAR

Blunt and Club, in the popular 10-top $\frac{1}{20}$-packing. Same real Portuondo quality at the right price. . . . . .

Juan F. Portuondo

Cigar Mfg. Co., Philadelphia

Clear Havana Cigars

That Have Stood the Test

ELISARDO

CLEAR HAVANA CIGARS
BALBIN BROS
TAMPA, FLA.

Our factory is bonded and under United States Government inspection

If perchance you do not know about "ELISARDOS"—write us, we can interest you.

BALBIN BROS., INC.

TAMPA, FLORIDA

The Original and Genuine

Central Union

Smoking Tobacco in a New Cut

Packed in a Pocket-proof Package

1½ ounces—5 cents

United States Tobacco Co.
RICHMOND, VA.

For Gentlemen of Good Taste

San Felice

CIGARS

The Deisel-Wemmer Company
LIMA, O.

F. C. LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

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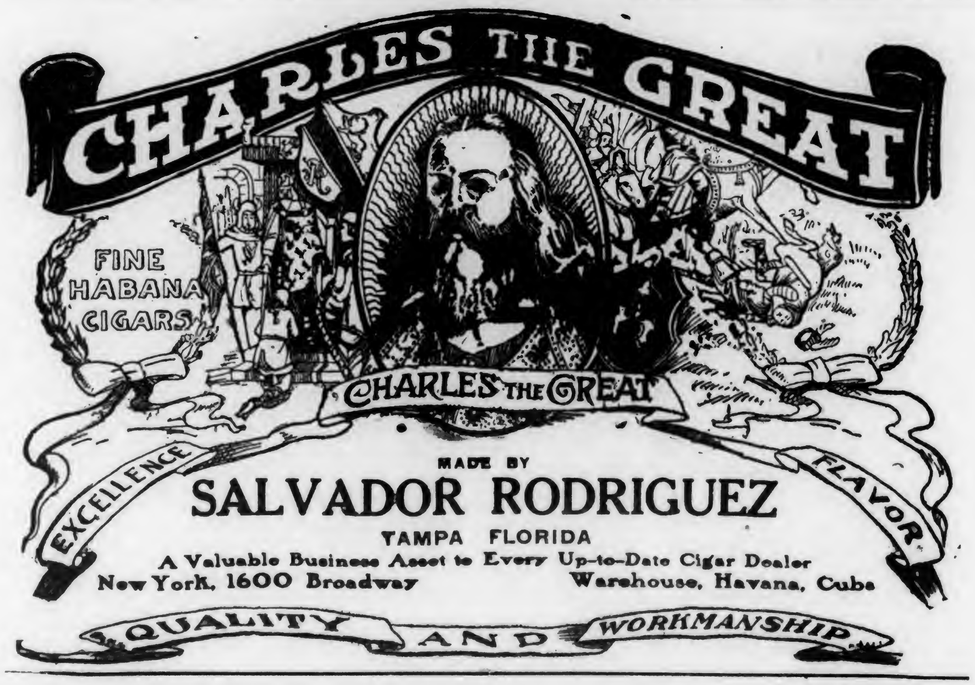

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Central Union

Smoking Tobacco in a New Cut

Packed in a Pocket-proof Package

1½ ounces—5 cents

United States Tobacco Co.
RICHMOND, VA.

For Gentlemen of Good Taste

San Felice

CIGARS

The Deisel-Wemmer Company

LIMA, O.

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Quality Paramount
CELEBRATED
H. UPMANN CIGARS

H. UPMANN
HABANA

Strictly Independent Manufacturers

CHAS. LANDAU
Sole Agent for United States and Canada
82 Wall Street New York
Board of Trade Bldg., Montreal, Canada

EL GENIO

Clear
Havana
Cigars

Made in Tampa, Fla.

P. Verplanck & Co.
263 Fourth Ave. New York

That "Ole Kaintucky" Burley
was so good, and The Big Ten-Cent Tin held so much, that Uncle Sam just had to get hitched up to Union Leader.
And now they have a silver wedding every day. The presents are all dimes—millions of 'em.
Join the party! You don't *give* the dimes—you *get* 'em.

"The Big Ten-Cent Tin"

Redi-Cut
For Pipe or Cigarette

The Best Tobacco Value

UNION LEADER
P. Lorillard Company Established 1760

FLOR DE
MELBA
THE HIGH NOTE OF QUALITY
THE cigar that is giving dealers big business everywhere.
In quality of tobacco and workmanship FLOR DE MELBAS are equal to the finest cigars made.
A full line of MELBAS in your store is a credit to your business judgment
All sizes
3 for a quarter to 25c. straight
Place them in stock at once and watch them repeat. If your jobber cannot supply you write to us.
I. LEWIS CIGAR MFG. CO.
NEWARK, N. J.
The Largest Independent Cigar Factory in the world.
MELBA BANDS ARE REDEEMED AS TWO PROFIT SHARING VOUCHERS

CONCENTRATION

Is the Secret of Success

44

Quality-First Cigars
Is the First Requisite

"44" Cigar Co., Inc.
PHILADELPHIA

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla.
New York Office: 203 W. Broadway

LOVERA
CLEAR HAVANA CIGAR
Made under U. S. Bond by
Jose Lovera Co.
TAMPA, FLA.

G. S. Nicholas & Co.
41 and 43 Beaver Street, New York
DIRECT IMPORTERS of the highest grades of Cigars manufactured by the
Independent Factories of Havana
all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.
Price List Mailed Upon Request.

BAYUK BROTHERS

FIVE CENT CIGAR
PHILADELPHIA

DIAMOND JOE
MARK
CIGAR FACTORY
ESTABLISHED 1860

BEST THAT SKILL, ENERGY AND MONEY CAN PRODUCE
H. FENDRICH, Maker, EVANSVILLE, IND.

5c CIGAR

SANCHEZ Y HAYA

Factory No 1

Tampa. Fla.

A New Brand from Old Number 1.

Samples now ready for

"IGNACIA HAYA" Brand

These goods are the last word in fine cigars made from the choicest "Vuelta Abajo" tobacco, under U. S. Government bond inspection. 8 sizes only—Cigars to retail for 2 for 25c. to 25c. each.

Package and goods show quality and class in every detail.

'La Flor de Sanchez y Haya" have always been leaders in their field. Better than ever.

SANCHEZ Y HAYA, Tampa, Florida

HONESTLY ADVERTISED NOT MISLEADING

LA SARAMITA

Broadleaf
Wrapped
Havana
Cigars

Real Havana
Tobacco
Skillfully Blended

Pre-eminent
by Comparison

THE SHIELDS-WERTHEIM COMPANY, Cleveland

WE never fully appreciate a peaceful home 'till th' neighbors next door or over th' way get t' fightin'. Just now "My country 'Tis of Thee" hez a kind of a "Home Sweet Home" sound to it.

Velvet Joe

GOOD-WILL among men or nations is a better preserver of peace than peace conferences will ever be.

It is the "good-will" of satisfied customers that makes business show increasing profits.

That is why *you* should join the "Triple Alliance" which the Liggett & Myers Tobacco Co. (the world's largest tobacco house) and Velvet Joe have formed with progressive dealers everywhere.

The object of the "Alliance" is to increase daily the "good-will" of American Smokers towards VELVET, The Smoothest Smoking Tobacco.

Dealers who are members of the "Alliance" indicate it by displaying VELVET.

These dealers are securing the full benefit of the increased trade Velvet Joe is building among his millions of friends.

½ Actual Size

5c Metal-Lined Bags
10c Tins
One Pound Glass Humidors

Liggett & Myers Tobacco Co.

Over 1000 Dealers in New York During 1914 Stocked

MI FAVORITA

CLEAR HAVANA CIGARS

The flower of perfect tobacco manufactured in bond has maintained "Mi Favorita" Clear Havana Cigars at the forefront of all brands. Quantity shipments from factory.

MI FAVORITA CIGAR CO., Inc.

Key West, Fla. 529 West 42nd Street, New York

"The Park & Tilford Standard"

The World's Standard Cigar

FLOR DE TABACOS DE PARTAGAS Y Cª HABANA

The Real Independent Factory in Havana

Cifuentes, Fernandez y Ca.

Calle De La Industria, 172-174

HABANA, CUBA

General Agent for United States and Canada

ROBERT E. LANE

115 BROADWAY, NEW YORK

This Valuable Offer is being Made to HASSAN Smokers

HASSAN
CIGARETTES
"The Standard of America"

10 Hassan Coupons FREE

(CUT OUT THIS COUPON)

TEN TEN TEN TEN

This SPECIAL COUPON has a value of Ten (10) HASSAN CIGARETTE COUPONS when accompanied or presented with Ninety (90) or more, regular HASSAN CIGARETTE COUPONS at any of our HASSAN PREMIUM STATIONS or

THE AMERICAN TOBACCO CO.
Premium Dept. 490 Broome Street, New York, N. Y.
(This offer expires December 31, 1915)

Highest quality and greatest value have made HASSAN the biggest selling 5c Cork Tip Cigarette in America. The fine flavor, mellow fragrance, and pleasing mildness of these large, oval cigarettes give complete satisfaction.

A Few of the Valuable Presents Given for HASSAN Coupons:

	COUPONS
Shaving Stick, best quality	25
Shaving Brush, bristles set in hard rubber	50
Razor, best steel	50
Razor Strop, double strop for honing and finishing	50
Live "Lastic" Belt, it S-T-R-E-T-C-H-E-S, sizes 30 to 44 inches. It gives with every pose and posture. Physicians endorse it everywhere	100
Pocket Knife, pearl handle, 2 blades, also nail file	125
Food Chopper, with 4 (four) steel knives easily adjusted. A Household Necessity	200
Ladies or Gentleman's Umbrella, American Taffeta, Mission handle	250
Kitchen Set, 10 pieces, with hanging rack. Set consists of meat cleaver, with tenderer attachment; butcher knife; saw; emery sharpening stone; mixing spoon; cake turner; bread knife; combination can opener; carving fork; paring knife	300
Gentleman's Watch, Genuine Gun Metal	650
Lady's or Gentleman's Watch, Open face, 14 Kt. Gold, Waltham Movement	3900

Send Coupons to Premium Dept., THE AMERICAN TOBACCO COMPANY
Drawer L, 484-490 Broome Street New York City, N. Y.

SOL HABANA

Behrens & Co.
Havana, Cuba
Consulado 91-93

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always a little better than Havana's Best

LA DEVESA DE MURIAS HABANA

MADE IN BOND

HAVANA CIGARS

Highest Quality
Best Workmanship

MADE BY

V. Guerra, Diaz & Co., Tampa, Fla.

Best Quality **Best Known**

EDEN

The Cigar Without a Peer

Calixto Lopez y Cia
Habana

New York Office— 257 Fourth Ave.

A New Window Trimming Book

¶ The most useful window trimming book that has yet been offered to the public.

¶ This book contains a total of 150 background drawings and a number of small detail sketches.

¶ The first half of the book has the displays arranged in the order in which they should be installed.

¶ The backgrounds are arranged in such a way that anyone can follow them out.

¶ The editor has had more than twenty-five years' experience in every phase of window trimming and it has taken ten years' continuous work to prepare the drawings. Every merchant should possess a copy of "SHOW-WINDOW BACKGROUNDS". **Prepaid, $1.50.**

Tobacco World
236 Chestnut Street Philadelphia

Made at our Newark, N. J., Factories

ROCKY FORD

HAND MADE - NICKEL CIGAR

We also manufacture at our several Pittsburgh factories, a very attractive and extensive line of cigars and stogies to retail at 2 for 5 cents, and 3 for 5 cents. Our leaders

"FAMOUS" and "FLAG HEADS"

Write for full information

UNION AMERICAN CIGAR CO.

General Offices. PITTSBURGH, PA.

T. J. DUNN & CO.

Makers of

The New Bachelor Cigar

401-405 E. 91st Street, New York

THE

Key West Cigar Factory

Factory No. 413, KEY WEST, FLA.

Office and Salesroom:
43 to 47 W. 33d St., New York

COPENHAGEN

Chewing Snuff

We guarantee Copenhagen Snuff is now and always has been absolutely pure.

It is made of the best, old, rich leaf tobacco. The Snuff Process retains the good of the tobacco and expels the bitter and acid of natural leaf tobacco, making Copenhagen the **World's Best Tobacco for Both Chewing and Snuffing.**

Whenever a dealer has any difficulty in obtaining his supply of Copenhagen Chewing Snuff satisfactorily, we will help him if he will write us.

WEYMAN-BRUTON COMPANY

50 Union Square North New York, N. Y.

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE	FACTORY	WAREHOUSE
222 PEARL STREET	TAMPA	LEALTAD 129
NEW YORK	FLORIDA	HAVANA

Graham Courtney

"MILD HAVANA BLEND"

They Lead the Leaders

26 SIZES

Acker, Merrall & Condit Company

135 West 42nd Street, New York

HAVANA CIGARS

ROMEO Y JULIETA

The Leader in all the World's Markets

U. S. Representative: Wm. T. Taylor, 93 Broad St., N.Y. City.

Whip Ready Rolled Tobacco

Past Success Plus Present Performance

SELL "WHIP"

First success is bad for some people. They're too liable to rest on their oars. We Pattersons are not that kind. We have scored many national successes but we have kept right on experimenting.

And now—after thirty years—we're ready to state that "Whip" is the sum-total of all tobacco goodness that Patterson genius can make it. It is the best smoking tobacco we ever made—also the mildest.

5c one-ounce tins, 10c two-ounce tins, and in handsome green pottery Patented Self-Moistening 1-lb. Humidors.

M. C. PATTERSON, President

PATTERSON BROS. TOBACCO CO., Inc.

Richmond, Va.

Also makers of "QUFED"—the big 2½ oz. ten-cent tin—a little better than most 2-oz ten-cent tobaccos. You will find it a good seller.

Why Is It Necessary To Advertise the Imported Sumatra?

The REASON:

American Sumatra Tobacco

Grown by

AMERICAN SUMATRA TOBACCO CO.,

142 Water Street, New York

Declaration
of Manufacturing Policy

THE history of the cigar business is largely the history of brands that rise and brands that decline. By some this rise and decline of brands is regarded as inevitable. The smoker, they say, is a fickle fellow. His loyalty even to a good cigar is short-lived. He likes a change.

Others, and we belong to this class, believe that the fundamental reason for the decline of many famous brands in the past 40 years, has been *a decline in their quality.*

We *know* that a cigar made good at the *start* and *kept* good year after year, will hold its business, provided it is backed with intelligent, thorough sales effort.

We *know* that smokers are more concerned about cigars they can *depend* upon, than about new staples and new novelties.

At any rate it must be admitted by manufacturers, by distributors, by sub-jobbers, by retail dealers, and most important of all, *by the smoker himself,* that the rise of so many brands and the decline of so many brands, represents an enormous economic waste—a waste of sales effort, and advertising expense—a waste which we suspect many smokers believe they pay for ultimately.

Therefore, a declaration of manufacturing policy so far as we are concerned, is made herewith.

We believe that the best brands for us, for our distributors, for the retailer, and for the smoker, are those which are made *right,* season in and season out.

With this principle as the basis of our manufacturing policy, we are maintaining, and propose to continue maintaining the quality of our various brands as now on the market.

Furthermore, as an evidence of good faith, we may state that these brands today, in point of leaf and workmanship, stand improved beyond any previous point.

A word about our advertising:

We do not believe in, and are not selling cigars by clever advertising. We do believe in, and are using clever advertising to help sell *worthy goods.* Successful advertising must have worthy merchandise back of it.

This advertisement carries an invitation to all distributors, sub-jobbers and retailers carrying our goods to judge critically our brands in the light of the above statements and to communicate promptly with us when and if, in their fair and honest judgment, they have received goods of our make which do not bear out our declared purpose to make our cigars *right,* season in and season out.

United Cigar
Manufacturers Company
54th Street and Second Avenue, New York

MANILA CIGARS
That Compare with the World's Best
From LA FLOR DE INTAL FACTORY
KUENZLE & STREIFF, Inc. (Owners)
SIDNEY J. FREEMAN, United States Representative

Flor de Intal — Flor de Laninab — Flor de Caritan
Flor de Minanga — Flor de Asinga — Magallanes
Puntacima — La Union — La Honradez — El Tamarindo

THESE BRANDS ARE MADE IN MANY SIZES. NO CIGAR MADE IN THE UNITED STATES HAS ANY BETTER BURNING OR SMOKING QUALITIES.

There is a market everywhere for QUALITY Manila cigars. Jobbers will be protected in their assigned territories on these brands. Jobbers desiring Manila goods should write without delay.

SIDNEY J. FREEMAN, 123 LIBERTY STREET NEW YORK CITY

A NATIONAL SERVICE
Hamilton PROFIT-SHARING COUPONS
MEAN
Distribution — Repeat Orders — Profit

FIVE years ago we originated the idea of co-operation among manufacturers by the use of a strong Premium Inducement of guaranteed value. We are distributing over 4,000 splendid Premium Values, in standard merchandise, from nearly 600 Premium Stores in the United States.

LET US know what your distribution is and what territory you wish to open. Our Promotion and New Service Departments are prepared to actively co-operate, both as regards a direct appeal to the consumer, and a careful canvass of the jobbing and retail interests.

A POSTAL-CARD will bring facts and figures from which to draw your own conclusions, and intelligently apply our National Service in furthering your own best interests. As practical sales promotion, the New **Hamilton** Plan stands alone in modern merchandising—investigate.

"The System That Sells Your Goods"

The Hamilton Corporation
2 West 45th Street, New York City

Branches Everywhere in the United States

Flor de
Jeitles
CLEAR HAVANA CIGAR
5¢
JEITLES & BLUMENTHAL, Ltd.
PHILADELPHIA.

ESTABLISHED 1867
Y. Pendas & Alvarez
WEBSTER
CLEAR HAVANA
CIGARS
Our Motto: "QUALITY"
Office and Salesroom, - 801-803 THIRD AVE.
NEW YORK CITY

M. MELACHRINO & CO., Inc.
EGYPTIAN CIGARETTES
You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

GRAND DEPOTS OF M. Melachrino & Co., Inc. { London, 8 Regent St., S. W. / Capetown, South Africa } Calcutta, 10 Government Place / Alexandria, Rue Chérif Pacha } CAIRO, Head Office and Factory / Hamburg, 18-20 Grosse Backerstrasse
AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD — NICE LIST UPON APPLICATION
214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXV. PHILADELPHIA AND NEW YORK, JUNE 15, 1915. No. 12

TOBACCO IS MOST IMPORTANT IN WAREHOUSING TRADE OF HOLLAND

Dutch East Indies Has Dominated Trade Since Early Seventies—Last Year Greatly Exceeded Expectations —Foreign Buyers Anxious to Lay in Stock Before Avenues of Communication Close

THE most important warehousing article of Dutch commerce is tobacco, Amsterdam being the world's principal market for that staple, the current prices being a prominent factor in the social economy of the Dutch people.

In the early days Maryland, Virginia and Kentucky tobacco ruled the market, but later the products of Jamaican, Cuban, Porto Rican and Brazilian plantations became the favorites. In the early seventies, however, the Dutch East Indies began to ship its tobaccos in quantity, and it soon dominated the trade and has held it ever since. The stocks of tobacco on hand January 1, 1914, and the number of bales unsold December 31st (the bale consisting of about 374 pounds) were as follows:

1914.	Sumatra. Bales.	Borneo. Bales.	Java. Bales.	Manila. Bales.	Paraguay. Bales.
Stocks on hand Jan. 1 ...	16,643		13,808		
Imported during year ...	209,249	14,206	391,170	1,574	1,000
Total	225,892	14,206	404,978	1,574	1,000
Sold during year	225,892	14,206	395,860	974	1,000
On hand Dec. 31			9,118	600	

There were also imported 200 bags of Mexican, 76 bags of African and 10 bags of Rhodesian tobacco. All were disposed of at fair prices at the auction sales, but no exact record was kept of the transactions.

The Sumatra crop was 31,233 bales and the Java crop 107,299 bales shorter than in 1913, while that of Borneo was the smallest in many years.

The following were the average prices, in American currency, per half kilo (1.1 pounds) realized at the Amsterdam tobacco sales during 1913 and 1914, respectively: Sumatra, 54.5 and 50.8 cents; Borneo, 30.4 and 26.8 cents; and Java, 10.7 and 9.5 cents.

The total amount realized from the Sumatra sales in 1914 was 48,800,000 florins ($19,617,600) against 59,500,000 florins ($23,919,000) in 1913 and 62,250,000 florins ($25,024,500) in 1912. The Borneo crop brought a total of 1,365,000 florins ($548,730) in 1914, 2,000,000 florins ($804,000) in 1913, and about the same in 1912, while the Java crop realized in 1914, 24,260,000 florins ($9,752,520), 30,400,000 florins ($12,220,800) in 1913, and 37,650,000 florins ($15,135,300) in 1912.

Last year greatly exceeded expectations, for it was known that climatic conditions in the East Indies were such as to affect the quantity and quality of all crops. Considerable animation among buyers was manifested at the sales, although the preponderance of middling and inferior tobaccos was noticeable. Bright colored wrapper material was at a premium in the beginning, but as the supply fell short buyers looked sharply after second-rate light tobacco. American buyers bought but 22,000 bales of the Sumatra article, whereas they purchased 32,000 bales in 1913. In the early days of the European conflict the tobacco trade, like all others, was completely stagnated, because of interrupted traffic and stringency in financial circles. Gradually, however, an improvement was noted, financial and commercial conditions began to adjust

(Continued on Page 22)

LOUIS BYTHINER, ONE OF CITY'S OLDEST BROKERS PASSES AWAY

Well-known Tobacco Broker Dies After Year's Illness—Acted for Many Large Cigar Manufacturers—More Than Thirty Years in Tobacco Business

WITH surprise and sorrow members of the leaf tobacco trade of this and other cities have learned of the death of Louis Bythiner, one of the oldest leaf tobacco brokers in the country, at his home, 1715 Master Street, on Monday, June 14th.

Mr. Bythiner's health began to fail several years ago, and for the past twelve months he had been confined to his be the greater part of the time. Death was due to hardening the arteries and other complications.

The deceased was born in Samter, Prussia, Germa May 29, 1849. In 1882 he came to America and entered the tobacco trade. For a period of seven years he represented various houses and then, in 1889, he entered the field for himself as a leaf tobacco broker, establishing offices at 206 North Third Street. Five years later his success enabled him to take offices at 308 Race Street, and for nineteen years the sign of "Louis Bythiner & Company, Leaf Tobacco Brokers" met the gaze of all who passed.

With Mr. Bythiner's retirement from active work about a year ago, the business was continued by his son William, who has been associated with his father for the past ten years. The offices have been removed to 209 North Second Street, and the brokerage business will be continued as in the past.

During Mr. Bythiner's lifetime he acted as broker for many well-known cigar manufacturers, among whom were A. & S. Valentine (later absorbed by T. J. Dunn & Company), Sulzberger & Oppenheim and Theobald & Oppenheim, who were recently consolidated with the United Cigar Manufacturers' Company.

In business Mr. Bythiner was well liked and had the confidence of many of the biggest men in the cigar-manufacturing industry. He was a man of keen judgment, a kindly heart and unfaltering integrity. He was a well-known figure in the leaf tobacco trade, and his loss will be mourned by scores of friends who met him in his daily rounds.

While distinctly a family man, Mr. Bythiner had a wide circle of friends in all parts of the country. His home at 1715 Master Street was always open to his friends and to the friends of his children, and he enjoyed the atmosphere of the younger generation quite as much as the young folks themselves. He found no greater pleasure in life than to be with his family. During the warm weather he was a familiar figure, seated on the door step with his wife, while the children who remained at home were grouped about him.

One who has known him in the bosom of his family can say that he was a good father, loved and respected by his wife and by his children. His standing among men is attested to by the condolences that have poured in upon the family from all parts of the country.

The deceased is survived by his widow, Bertha Goldstein Bythiner, six sons, Richard, connected with the well-known leaf house of E. Rosenwald & Brother; William, who succeeds his father in the brokerage business; Harry, Eugene, Walter and Alfred, and two daughters, Ella, the wife of Dr. L. M. Jacobs, and Henrietta.

(Continued on Page 22)

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CIGAR MANUFACTURERS' ASSOCIATION OF AMERICA

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Despite the repeated attacks made on the coupon and premium trade, it is worth while to note that if anything this method of advertising and winning trade is on the increase.

Coupon Advertising

Further, one notes that many firms and individuals who for years have been unalterably opposed to this method of securing trade, are now in line with the coupon and premium companies. Also new coupon and premium companies are constantly springing up in all parts of the country.

Since the retail trade seems to be largely opposed to the giving of coupons with merchandise, why does this industry prosper? The answer seems simply: The people know what they want and demand it.

The consumer has learned that goods with which coupons are packed cost no more than lines which do not carry them; that the quality of the article is not affected by the use of the premium. Since these coupons can be redeemed for any article from a thimble to a motor-cycle, and trade-marked and advertised lines at that, it is no wonder that the consumer insists on getting the coupon. Public opinion is a most difficult obstacle to overcome.

The Jobber's Relation to the Manufacturer

By a Detroiter

So much has been said and written on co-operation that one almost forgets the reason for the inception of the thought which the word expresses. Co-operation represents the tendency of the times, and in addition lends itself to blind imitation without regard to its real reason as a business tool. Co-operation should be selfish in its origin. There is nothing criminal in legitimate selfishness, since all real ideas are of this nature, and when judiciously applied they result in general benefits which are nothing but an amplification of the same idea.

The jobber is so intimately connected with the manufacturer and the retailer that it is hard to think of one without the other. The improvement of any of these means the expansion of the jobber's business. Of the classes with which the jobber has relations the two most intimate are the manufacturer and the retailer. The former is basic to the industry, and hence to the jobber; and the latter is at present the creative agent involved in all new operations, having in view the utilization of smoking articles, cigars, tobacco, cigarettes, etc., and is the real source from which all such business emanates.

In cultivating the manufacturer, further co-operation by the jobber seems possible. In this the jobber has his best chance to prove that he is a creative force in the industry, in producing business, rather than in merely handling it. The manufacturer is in business first to make and then to market his product. He must be convinced that there is an economical way to do the latter, and that is through the jobber, who in his capacity as such can reduce financial risk, increase demand, fine-comb a local territory, and cut sales costs.

If the jobber can't or won't offer such service to the manufacturer, the latter must resort, naturally, to other channels of distribution, because he is bound to sell his goods. The familiar complaint of the manufacturer that he is asked by the jobbing trade to create the demand for his goods before he can talk business, is not the ideal condition. It looks as if one man were doing all the work. Yet present conditions make it hard for either to act differently if they are ultimately to do business.

From the manufacturer's standpoint this treatment calls for a little patience, and to the jobber it seems perfectly reasonable. The former believes that in making a good article, advertising it well and backing that up by good missionary work, he has completed the economic cycle and that its reception by the jobber should be automatic. The latter claims, on the other hand, that the cost of carrying many lines is prohibitive and risky. Buying conditions generally make a settlement on this score difficult, because of broken and standard package prices, service charges on pick-up shipments, faulty deliveries and many other complications, too numerous to mention. In effect, the present arrangement, while coercive and ultimately successful from the manufacturer's standpoint, defeats good feeling and incurs resentment.

How much better if every line, new or old, were in a position to prove itself by orders coming over the jobber's counter and were backed up by the manufacturer until the goods were automatically purchased in bulk by the jobber as a staple package. Co-operation in this respect—between the manufacturer and the jobber—would eliminate to a great extent the substitution of an article other than that called for, which is the sorest spot in the manufacturer's anatomy, and result in much good for all. A few measures of this kind and the undesirable jobber, cut-throat, etc., would pass into history, since the cause which gave them being would have disappeared. If the same energy could be exercised in supplying what is asked for that is now expended in remembering what is on the shelf, business would gravitate to the place where complete service is to be had.

United Cigar Manufacturers Announce Policy

Elsewhere in this issue is a message to the trade from the United Cigar Manufacturers Company which should have the attention of all those interested in the manufacture, buying or selling of cigars. Straight from the shoulder, it contains no high-sounding words or fine phrases, but is couched in terms that drive home forcefully the thoughts that are intended to be conveyed. The United Cigar Manufacturers in stating "that a cigar made at the start and kept good year after year, will hold its business, provided it is backed with intelligent, thorough sales effort", have delivered themselves of a truth that requires no analysis. The policy which they have chosen to pursue will doubtless not only prove of benefit to themselves, but to the trade at large as well.

Tobacco Company Organized at Red Lion

W. H. Snyder, Samuel Arnold and K. H. Jacobs are named as the stockholders of the Penn Tobacco Company, of Red Lion, Pa., which was only recently organized with a capital of $10,000, for the purpose of doing a wholesale business in cigars, cigarettes, tobaccos and candies. The new company is located in the J. M. Hyson Building, on First Avenue, Red Lion, Pa. Three salesmen are employed. The following officers were elected at a recent meeting of the stockholders: W. H. Snyder, president; K. H. Jacobs, secretary, and Samuel Arnold, treasurer.

Commendable Policy of Braunstein Freres

Relative to the recent advance made by Messrs. Braunstein Freres, 81-83, Bd. Exelmans, Paris, France, in the price of their high quality "Zig-Zag" cigarette papers, we quote in full the announcement of this company recently appearing in one of our foreign contemporaries, "The Cigar and Tobacco World", of London:

"Owing to the continual increase in the prices of coals, chemicals and, above all, textile fibres of superior quality, Messrs. Braunstein Freres have been compelled to advance the price of their 'Zig-Zag' book ten per cent., which is but a small proportion of the bulk of the advance which they have to pay; they have reduced their profit so much that they are actually working at a loss.

"There is only one way of reducing the cost price (even below what it was before the war,) and that is by using materials of low quality or substitutes, such as a wood pulp, but Messrs. Braunstein Freres have decided that on no consideration whatever will they lower the quality of their paper; and if textile fibres, which are extremely scarce now, could no longer be obtained they would stop making paper rather than lower the quality which is so appreciated nowadays, that the 'Zig-Zag' books are sold in ever larger quantities throughout the world.

"Messrs. Braunstein Freres are pleased to say that although enormous numbers of women refugees and wives, whose husbands have gone to the front, are offering to work at almost any price, they have not reduced the wages of anyone, but are even paying children the same full wages as regular adult working girls, and, further, are paying either full or half salary to many of their workmen at the front. Thus they are helping with all their power to protect those near and around them from suffering from the present conditions.

"Consequently there can be no talk of reducing expenses at present—quite the contrary, in fact—and Messrs. Braunstein Freres have much pleasure in saying that all their customers, not only in the British Empire but also in neutral contries as, for instance, the United States, have readily paid the increased prices, and will certainly pay more if necessary, at the same time sending testimonials showing that they fully approve of the behavior of Messrs. Braunstein Freres."

Trade Jottings

H. E. Chandler was a recent visitor to Syracuse, N. Y., in the interests of "Admiration" cigars, E. Regensburg & Sons.

Joseph Gallagher, of Allen R. Cressman's Sons, Philadelphia, was a recent visitor to Toledo, O., in the interests of the "Counsellor".

"Mozart," a mild Havana cigar manufactured by E. M. Schwarz & Company, is being introduced into local territory by Schwabacher Brothers & Company, Seattle, Wash.

Recent announcement of the Eugene H. Gallagher & Brother Company, North Fourth Street, Columbus, O., is to the effect that the past month showed an increase in orders.

L. D. Zugsmith, of the Union-American Cigar Company, Pittsburgh, is now en route on an automobile tour throughout New England in the interests of the "Rocky Ford," manufactured by his company.

A. Friedberg & Brother, Pittsburgh, Pa., are reported to have recently rented for a long term of years the six-story and basement structure at 1629 Liberty Avenue, that city. Extensive alterations are planned.

"Flor de Moss" cigars in three sizes were recently placed by S. R. Moss, of the S. R. Moss Cigar Company, Lancaster, Pa., in company with W. H. Orr, with the Yahr & Lange Drug Company, Milwaukee, Wis.

It is reported that A. J. Kane has been appointed manager of the C. J. Donovan Company, Buffalo, N. Y., filling the vacancy recently caused by the death of John J. Bonner, the proprietor of the Donovan Company.

John Kroog was a recent visitor to Boston, Mass., where he called on the trade in the interests of the "Wellington" pipe, manufactured by William Demuth & Company. Mr. Kroog is reported to be doing some splendid business on the "Wellington".

The local agency for "Ignacio Haya" cigars, manufactured by Sanchez & Haya Company, has been given to Fred Brooks, Jacksonville, Fla. This brand is sold by box only, being shipped directly to the consumer from the factory.

"The Buffalo Evening Times" is the name of a long filler Havana cigar that is being put on the market locally through the Plimpton-Cowan Company, wholesale grocers, Buffalo, N. Y.; Walter M. Smith, 489 Fifth Avenue, New York City, factory distributor. The "Times", an evening paper, is advertising the brand, which retails at five cents.

The Fred Daut Cigar Company, Colorado Springs, Col., wholesalers, are devoting their efforts at the present time to the distribution of their "S. Palo y Ca." and announce that they are receiving repeat orders on the brand. Imported cigars are also handled by this company, who carry lines in stock. The Daut Company is installing an attractive new front for the purpose of securing a more attractive window display space.

IRREGULAR PAGINATION

Chicago

Trade Conditions Begin to Look Better—William Taussig Back From the Expositions—"Tom Keene" a Winner in Local Territory—Carl Gach, of Newmann & Gach, Passes Out Smokes

Chicago, June 9, 1915.

GENERAL conditions in the cigar and tobacco trade of the city looked a little better at the beginning of the month. With the opening of a number of well patronized summer gardens around the city, as well as the two big amusement parks—Riverview and White City—the jobbers declare that an immediate stimulus to the demand for high-grade imported cigars could be noticed.

Outside of Chicago business remains as good as reported last time, and it is to this branch that local firms are turning for consolation when they think over some of the local conditions. Collections are reported generally good by the credit men of the large houses. Leaf tobacco wholesalers declare that things are in great shape as far as the country trade is concerned.

One of the other disturbing features in the local trade during the past two weeks has been an attempt to close the bars of the leading hotels of the city on Sundays. The closing of the bars on Sunday in these places would be an indirect blow at the cigar business, and all the more so because the very best grade of cigars is sold in these places.

One of the noteworthy real estate deals of the past two weeks is the closing of a deal by H. M. Schermerhorn for the property at 121 South Clark Street. Mr. Schermerhorn has taken a lease for a term of years and will establish a new store there, it is understood, to be opened about the middle of this month. Very little has been doing in the way of additions to the cigar stores in Clark Street in the past few months, and the new store has the advantage of a good location, with every chance to do a large volume of business.

William Taussig, the genial head of Taussig & Company, leaf tobacco dealers, has returned from San Francisco and San Diego, Cal., where he viewed the Expositions with his family. Mr. Taussig reports a very pleasant trip and regrets that the press of business at the company's office forced him to return a little sooner than he had intended.

Best & Russell continue a vigorous advertising and sales campaign on "Owl" and "Robert Burns" cigars. Both are meeting with all the success which old favorites deserve. The company reports a satisfactory business for last month, as compared with similar periods in other years. In spite of hard local conditions the well trained sales force of the company continue to land the business in a manner which proves to the sunshine workers who are complaining about the dull times that it is there to be got.

E. G. Ahern, manager of the cigarette department of J. & B. Moos Company, left the city last week to take a few days' rest in West Baden Springs, Ind.

The new building which will be the home of Buck & Raynor, druggists, which is being constructed at Adams and State Streets, is now nearing completion. The work has been hampered somewhat by the labor troubles, but the building was far enough along when the strike came to be able to make a hurried finish in spite of the handicap.

July 6th is the date set by the Interstate Commerce Commission for holding a hearing on the proposed increase in passenger rates on many of the western roads. This is a postponement from May 17th, the date which was originally set. All cigar and leaf tobacco travelers are much interested in the hearing, as the decision of the commission will have much to do with their expenses in the future. Those travelers who work on the commission basis, paying their own expenses, are very apprehensive of a raise in the rates, as it will add materially to their traveling expenses. The announcement of the change in the hearing date was made last week at Washington. The commission will probably convene in the Hotel La Salle.

Carl Gach, of the firm of Newmann & Gach, leaf tobacco merchants, was passing the smokes to everybody last week, the occasion being the arrival of a small son in the family. This makes Mr. Gach the father of three boys.

"La Venga" cigars, by Celestino Vega & Company, 10 South Wabash Avenue, are making a great hit with the trade at the summer amusement parks, proving the staple quality of the popularity of this cigar.

"San Alto" is one of the brands which is becoming very well known around Chicago, and it can now be seen on display in most of the large stores and at most of the stands in the loop office buildings.

The cigar department of Reid, Murdock & Company, wholesale grocers, continues to thrive. More comprehensive plans than ever are being made for pushing the sale of the several excellent brands of the department. Chief among these is "El Roi-Tan" and "Juliana".

Spragge, Warner & Company, the wholesale grocers, are pushing the cigar department this summer. More has been heard from the activities of this large and progressive concern this spring and summer than ever before. In the five-cent brands "John Ruskin" and "Subway" cigars have proved big hits. The advertising which the company has been doing on these brands is coming home to roost, to use the expression of one member of the department. "La Zora" is one of the brands handled by the company, which continues to grow rapidly in popularity in local territory.

The First National Bank Cigar Store, located at 38 South Dearborn Street, is making a fine display of pipes and smoker's articles this week. A number of the leading brands of cigars are also on display.

Steele, Wedeles & Co., wholesale grocers, are making the usual early summer drive with the "Tom Keene" cigar, which is fast becoming one of the best known staple five-cent brands in local territory. Graham Davis, of J. G. Davis & Company, representing Bondy & Lederer, report a good demand on "Tom Keene" in local territory. The firm is doing a great deal of placard and community newspaper advertising on this cigar.

G. W. W.

English Cigarmakers Get War Bonus

Application having been made by the Cigarmakers' Union, London, England, to the manufacturers asking for a war bonus, the latter took the matter under advisement and reported that they were willing to submit the question to arbitration. J. L. Van Gelder, of John Hunter, Morris & Elkan, Ltd.; Isidore Abrahams, of Abrahams & Gluckstein, and T. J. May, of Morris & Sons, Ltd., represented the manufacturers. Sir George Askwith, of the Board of Trade, named R. E. Moore arbitrator, who after hearing the testimony of both sides decided that the cigarmakers should be awarded their claim, which was listed at ten per cent. Commenting on the situation the "Cigar and Tobacco World" says in part:

"The manufacturers, doubtless, will find some difficulty in passing the bonus on to their customers, but, as a national obligation, no dealer should refuse to pay it, for if industry is to be so penalized by reason of the higher cost of living, the amount in question should undoubtedly be shared by manufacturer, dealer and customer."

NINTH DISTRICT RETURNS SHOW IMPROVEMENT

Revenue Receipts for May $8,000 Ahead of Same Month Last Year—Orders Coming in and Manufacturers Optimistic

IMPROVEMENT in the cigar trade in this section of the Ninth Internal Revenue District is evidenced by the big gain in the revenue receipts for the month of May, the total receipts for the York office amounting to $86,296.55. The amount from the sale of cigar stamps to the hundreds of manufacturers in this city and York County alone amounted to $78,278.04. This is more than $10,000 over the cigar stamp sales for the previous month. The receipts derived from the manufacture of cigars during the month of May, 1914, was $79,212.09.

Many of the local cigar manufacturers are optimistic over the outlook of the cigar business and anticipate a continued busy period for the next several months. In several instances some of the factories are working overtime and many of the manufacturers are putting on additional hands to get out the rush orders. Orders are said to be coming in more steady than for some time past. Figuring the amount of revenue from the cigar stamp sales at the rate of $3.00 a thousand, it represents 26,092,000 cigars manufactured in the factories in this section.

In the cigar trade the summer months is always the dullest period in the entire year. Business again shows an improvement about October 1st, and from that time on the factories are rushed day and night up until Christmas.

The general revenue receipts for May are also more than $8,000 ahead of the previous month when the sales amounted to $77,792.19. Tobacco manufacturers paid $2,408.11 in revenue last month and the sale of proprietary and documentary stamps amounted to $1,544.60. During the month of April the special stamp sales amounted to $2,845.47.

An increased number of cigar and tobacco factories were opened last month. Two new factories were licensed during April.

Following is the list of seven new factories and the number of hands employed in each, opened during the month of May:

Frederick E. Kurtz, 615 East Boundary Avenue, five hands; Phoenix Cigar Factory, McSherrystown, four hands; Mattingly Cigar Company, Hanover, five hands; William Kauffman Tobacco Manufacturing Company, Mt. Wolf; Old Value Tobacco Company, 17-19 West Clarke Avenue; H. Frank Fake, Craley, Windsor Township, two hands; Armor R. Snell, 632 Vander Avenue, one hand.

Profits by Zeppelin Raid

Grasping the opportunity at the right moment is not often done, but that is what Harry Aubert, who conducts a cigar store at Hamlet Court-road, Southend, London, England, did recently. It seems that Zeppelinites were busy making an air raid not very far from where Mr. Aubert's store was located, and carelessly allowed no less than seven bombs to descend earthward in that vicinity; to be accurate, about one hundred yards away. Fortunately, the Aubert store escaped damage. Much excitement was created as a result of the enemy's action, the usual crowd collecting. Realizing that many of them were smokers, Mr. Aubert opened his store at 4 A. M. and did quite a nice business.

The cigar departments of Mitchell, Fletcher & Company are showing a new line, known as "Don Rey," which is being sold at three for a quarter and two dollars the box.

Philadelphia Notes

Claude Turner was in the Quaker City recently in the interest of the widely known brand of "Charles the Great," made by Salvador Rodriguez.

W. D. Duncan spent several days at the Shore in the interest of San Martin & Leon, and met with splendid success on the popular "Hoyo de Cuba" brand, manufactured by this firm.

Terry & Duncan, who have the cigar privilege at Willow Grove Park, are securing good business on the Sanchez & Haya lines, the "Perfecto Royal" size being especially popular.

The J. F. Portuondo Cigar Manufacturing Company, 1110 Sansom Street, report sales of their well-known "Sintoma" brand are above all previous records throughout Philadelphia and adjacent territory.

D. Harry Maulsdale, of the Sanchez & Haya Company, Tampa, Fla., spent several successful days at the Atlantic Coast resorts in the interest of the firm and their Philadelphia distributors, Terry & Duncan.

Robert Ellis, sales manager for Luckett, Luchs & Lipscomb, has returned from a successful campaign with the Baer Wolf Company, Cleveland, O., and is assisting Yahn & McDonnell in furthering the sales of the well-known "Reynaldo" brand.

The cigar departments of the Finley Acker Company are featuring the "Cornell" brand, which they are enabled to offer at three dollars the hundred, owing to the purchase of 45,000. This well-known brand is packed in boxes of twenty-five and fifty and in tins of twenty-five, and repeat orders are coming in nicely.

Pipes of Many Nations on View

As an aid to the campaign which they have been waging on "Velvet" smoking tobacco, the Liggett & Myers Tobacco Company recently placed on exhibition in the windows of the Riker-Hegeman Company, Juniper and Chestnut Streets, Philadelphia, Pa., a pipe display which it is believed is the most complete ever shown, not only from the point of antiquity, but also in relation to its variety. Pipes of every nation are included in this exhibition which until recently formed part of the display of the Liggett & Myers Company at the Panama-Pacific Exposition. Among the pipes calling for more than passing notice is one having its bowl fashioned from a walnut shell; this, it being said to be a replica of the pipe smoked by Sir Walter Raleigh; there is a mound-builder's pipe which according to antiquarians is at least 1000 years old; there is a Japanese pipe with a bowl no larger than a hazel nut, while the tooth of a walrus has formed the foundation for a pipe fashioned by the Eskimo user of the weed. The "Turkish Hookah" comes in for its share of attention, while the calumet and the tomahawk—Indian pipes—may also be seen. Nor are the Irishmen with their "dudheens," the Scotch with their "Cuddies" and the French with their "clays" forgotten. These and others, including specimens from Germany, Russia, Austria, South Sea Islands and Africa, form part of the rare and interesting collection on view.

Making Use of the Show Window

THE bright season of the year is now fast approaching when the window dresser has everything to favor him in making the best use of the space at his disposal. By and by the holiday season will be on, when not merely have the casual visitors to be catered for, but the great army of "week enders" whose smoking requirements form an important part of the Saturday preparations. The show window should therefore receive every attention during the summer months in particular, and it must be borne in mind that nothing shows up dust or untidiness more than the strong rays of the sun. Special attention should therefore be paid to this highly important detail.

It is becoming more and more evident that the show window is rapidly taking its proper place in the dealers' estimation as a medium for making sales.

The advance made in the art of window trimming in the past few years is as noticeable as that made in advertising. Any retailer who recalls the windows of ten years ago cannot help but mark the contrast that greets his eye today. At that time the displays presented a conglomerate mass of everything in general, and not much of anything in particular. The passerby had the same sight to gaze upon day after day, and no doubt wondered why people showed such poor taste. But today it is another story. The idea of utilizing this valuable space has been grasped by every live dealer. Glance in the same windows and you see something. You see, at the back of the exhibit, the idea standing out bold and strong. The chances are that the moment you look it will flash into your mind how that display reminds you of the excellent ad that appeared the day before, describing the very articles you saw in the window. A display to attract attention must possess sufficient originality to at once arrest the eye with an unique arrangement so harmonious and beautiful as to be truly artistic, as publicity experts very properly say. The most cultured admire a fine exhibit. The most ignorant are influenced by it. The great mass of shoppers are swayed by it. Dollars and cents are hypnotized by it, and the merchant who is wise always remembers this.

There is no doubt whatever that the more originality displayed in the selection of the articles for window exhibition, and the arrangement of the same, the better will be the result both from an artistic and—perhaps more important still—the financial standpoint. As regards selection, the goods which have to be regularly stocked by cigar and tobacco dealers are of a kind which lend themselves to the making of a window display at once artistic and practically useful.

Endeavor to be as original as you can, Mr. Retailer, in dressing your display windows. While it is advisable to study the good points of other merchants' show windows, endeavor to give your own an original, distinctive effect that will result in favorable comment. This, you will find, is no easy thing to do—especially in a large city, where, nowadays, so many attractive and truly artistic displays are to be found. What's the use of conventional window displays? Where does the profit come from the window dressed like nearly all other windows? We can understand how sensational and Cheap John tactics in the window would pay, but conservatism carried to extremes, as so many retailers are doing, looks to us like a moneyloser. The artistic arrangement of goods and the use of decorated booths for demonstration purposes make the interior of the store as attractive as any ordinary window display, and therefore the low-built window trim, that enables the interior of the store to be easily seen above the window display is very effective. The store show window is hardly the thing for poets to rave over, but here is a couplet written by an enthusiastic advocate of window exhibits:

> The window in the spring should be
> From dinginess and staleness free;
> With colors tasteful, plate-glass bright,
> A picture it should be—that's right!

The store show window—or windows, if there are more than one — are now so commonly recognized as of great advertising value, that to neglect them—providing no attractive exhibits—is to be improvident and fairly wasteful. Trimming windows effectively is conceded to be an art. Every one cannot dress a window artistically, it is true, but it is an art that can be acquired more or less by studying the subject, examining the display windows of others and continuously practicing at seeking some sought for end. Fortunately for cigar dealers they have in hand a great deal of good material with which to produce good, attractive show window displays, and it should be part of their regular business duty to set aside so many hours for such work. Advertising in papers costs money and takes time to prepare good copy for the space occupied. The show window, which is virtually only another kind of advertising space, should receive the same if not more attention. Certainly the results produced by good window displays are very often most direct and profitable, for customers are fairly enticed into the store to make purchases by articles or attractions seen by them in the window. Again, while passersby may not step in at once to buy, they are ofttimes greatly influenced by what they see and read in the show window, remember it, and very likely at the first opportunity return to make a coveted purchase or buy some article they have seen attractively displayed. As already noted, the cigar store window dresser has effective material always at hand with which to make varied, artistic and attractive exhibits.

German Control of British-American Discredited

G. G. Allen, general manager in this country for the British-American Tobacco Company, referring to the published reports from Amsterdam that the property of the company in Germany had been placed under German supervision, said the officials here have received no word of new developments in the situation.

"So far as we are concerned, there has been nothing new in the situation since the annual report was rendered to shareholders," he said. "A few months ago the arrangements were made and carried through for the sale of the properties on a satisfactory basis and we now consider the matter at an end. We have not the least doubt that the German authorities will permit the carrying out of the arrangements according to the agreement made."

"La Musina" Makes Appeal

C. Jevne & Company, of Chicago, Ill., announce that they are well pleased with the manner in which the "La Musina" has taken with the trade. This cigar, which is manufactured by A. L. & M. L. Kaufmann, is a shade-grown product, and comes in twelve shapes and sizes. The filler is composed of Vuelta Abajo tobacco. Messrs. Jevne state that the sales are increasing on the brand, and that "repeat" orders are not uncommon.

Trade Jottings

M. W. Berriman, of Berriman Brothers, manufacturers of "Jose Vila", has returned to Tampa, where he plans to remain several weeks.

It is reported that a four hundred case shipment of Wisconsin tobacco recently exported by Sanford Soverhill, Janesville, Wis., has been lost at sea due to a torpedo mishap.

James Fry, identified for a long time with the smoking tobacco department of the American Tobacco Company, has resigned his position and allied himself with the Sterling Gum Company.

Recent visitors to the Edgerton, Wis., market were Wm. M. Chalmers, of Toledo, and Fred Green, of Watertown, both of whom are identified with the Liggett & Myers Tobacco Company.

A. M. Hoxsie, representing the American Agricultural Chemical Company, is now at Edgerton, Wis., supervising the application of fertilizers on the experimental farms of the United Cigar Manufacturers Company.

George L. Simmonds has been given the appointment of sales-manager by the Rosenfeld-Smith Company, Portland, Ore. Mr. Simmonds was for a long time connected with the country sales department of Sig. Sichel & Company.

Salvador Rodriguez, the well-known manufacturer of "Charles the Great" cigars, returned to Tampa recently from New York, where he attended the funeral of his son, Fernando Rodriguez. He is now in Havana in the interest of tobacco for his factory.

Frank H. Berning & Sons, Cincinnati, O., manufacturers of the "San Vega", retailing to the trade at ten cents, announce that they are now offering this brand in a five-cent size. The company states that they are much pleased with the reception accorded the new line thus far.

One tobacco merchant, whose wife was instant death to any fly that attempted to take up its abode within the confines of their home, was amply repaid for the premium of fly-swatters which he distributed on a given Saturday to any customer making a purchase of twenty-five cigars.

The Falkner-Moody Cigar Company, Milwaukee, Wis., are exploiting the "Different" cigar, manufactured by the Coraza Cigar Company, Milwaukee. Window displays on the brand are being made throughout the city and contributing their share to the success with which it is stated the "Different" is meeting.

Samuel I. Davis & Company recently did some publicity work in Memphis, Tenn., on their "El Sidelo" through their representative, George F. Reid, who devoted a week of his time to the work. Window displays on the brand were featured throughout the city, aided by flashlight signs.

B. Goldstone, cigar manufacturer, St. Louis, Mo., has closed his cigar factory and retail store on Washington Avenue and will in future manufacture at 320 North Third Street, the new quarters being larger than those on Washington Avenue. Mr. Goldstone will manufacture for wholesale trade only.

Cincinnati

High-Grade Cigars Have Increased Call—National Association of Wholesale Liquor Dealers Meets—Alfred Esberg Pays City a Brief Visit

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AS a result of the opening of the racing season and the convention of the National Association of Wholesale Liquor Dealers, the retail trade reports a healthy improvement in sales, especially on the high grades of cigars. Business is good and the trade is optimistic. Now that the men are out of doors they are smoking more cigars, and there is a growing demand at the retail stands.

F. J. Gleichman, representing the E. H. Gato Cigar Company, was a recent visitor and placed their goods with Straus Brothers.

Wellington pipes, made by Wm. C. Demuth & Company, of New York, are receiving favorable attention from the dealers as a result of a visit of Leopold Levy, who represents the house.

The convention here of the National Wholesale Liquor Dealers' Association brought hundreds of visitors. J. L. Kendrick, of "The Tobacco World", was among the speakers at the banquet held here on the 9th. The J. B. Moos Company had a special packing of "Flor de Cuba" cigars prepared for the dinner.

"Admiration" cigars, made by E. Regensburg & Son, have been featured by Straus Brothers & Company, who are the local distributors for the brand. Meyer Schwed, who represents the manufacturers, has been doing some good work locally on the brand.

"Camel" cigarettes have received a good boost through the efforts of J. E. Murray. Mr. Murray has been doing some excellent work for this rapidly growing brand.

"Mogul" cigarettes in flat packages have been well received, and the demand on them has been noticeably increased by the change.

Alfred Esberg, president of the United Cigar Manufacturers' Company, was here recently as the guest of Charles Straus. He was on a trip over the circuit, calling on the jobbers who handle the company's brands.

As a result of the work of William Scheible, representing "Camp" cigarettes, thirty-five displays on the brand have been arranged about town. Needless to say the demand for the brand has shown a good increase.

"Don Antonio", made by H. Anton Bock & Company, is showing a strong demand locally according to Frank Horning, who represents the factory, and who has been a recent caller on the trade.

Itan.

Western Cigar Box Manufacturers Meet June 22nd

The annual meeting of the Western Cigar Box Manufacturers' Association will be held at the Auditorium Hotel, Chicago, Ill., June 22nd.

There are a number of important subjects to be discussed at this meeting, for a number of abuses have crept into the trade in the past few months due to changing conditions. The secretary sent out the following announcement to the members:

The annual meeting of the Western Cigar Box Manufacturers' Association will be called to order at 10 A. M. at the Auditorium Hotel, Chicago, Ill., Tuesday, June 22nd. Luncheon will be served, and we will endeavor to finish up our work that day. There are good prospects for a social session that evening or the next day, as the local committee may suggest.

TOBACCO IS MOST IMPORTANT IN WAREHOUSING TRADE OF HOLLAND

(*Continued from page 13.*)

themselves, the belligerent countries looked for vast quantities of tobacco for their armies. The greatly increased volume of business was also due in a measure to the anxiety of foreign buyers to lay in stocks before the possible closing of the avenues of communication.

In addition to the great import from the Dutch East Indies and British Borneo (Dutch Borneo having ceased to send supplies to Europe), tobacco is also received from Germany, Russia, Algeria, Hungary, the Philippines, China, Greece, Turkey and Cuba, but in steadily diminishing quantities. The Dutch manufacture of smoking and chewing tobacco, cigars and cigarettes has assumed such vast proportions that it gives employment to tens of thousands of working people in almost every section of the Netherlands. The Dutch East Indies, Germany, Belgium, the African coast, Great Britain and Denmark are the chief markets for this manufactured tobacco.—*Commerce Reports.*

Tobacco Season in Kentucky Exceeds Expectations

Reports from Hopkinsville, Ky., relative to the selling season which is almost at an end are to the effect that the season has been a very satisfactory one; this in spite of the decreased tobacco acreage planted last year and the disturbing elements incidental to the European war.

It is stated that the yield per acre has been much heavier than was anticipated, and that the trouble feared as the result of the conflict being waged at the present time has been much less than had been looked for.

The selling season is not yet at an end, but the receipts of tobacco thus far have totalled 25,000,000 pounds, which according to the computation made on the loose sale floors for the season at $6.34 per hundred amounts to almost $1,600,000, this being the sum given to the farmers in payment for the tobacco. These figures will in all probability be increased by the sale of the tobacco still remaining unsold.

Lightning Replaces Matches

As Frederick Sandy sat in the parlor of his home at Payson and Presbury Streets, Baltimore, recently with a friend of his, both of whom were watching the rain, he pulled out his cigar and placed it in his mouth. "Give me a light," he said. Scarcely had the demand been made when a bolt of lightning came through the open window, knocking the cigar from between his lips, and at the same time causing Sandy to utter a cry of pain. When the cigar was picked up, it was lighted, the lightning having accomplished the task. It was just a few minutes before this, that Sandy's friend Harry Firman, had a practical demonstration of just how quickly lightning works. He had been smoking a pipe, and feeling that perhaps the lightning might strike a can of tobacco resting on the window sill, he arose to remove it. No sooner had he lifted the can, when a streak of lightning, following a terrific peal of thunder, knocked the can from his hand, causing it to be flung halfway across the room.

A. L. Cuesta, Sr., at Exposition

It is stated that A. L. Cuesta, Sr., of Cuesta, Rey & Company, the "Truly Spanish House", who is now in San Francisco visiting the exposition with his wife and daughter, will following a three weeks' stay at the exposition go on to Portland, and thence to Alaska, stopping off at various points en route upon their return to Tampa. Lewis & Whitaker, Salt Lake City, Utah, are included for a visit in this schedule. They distribute the "Cuesta-Rey" products locally.

LOUIS BYTHINER, ONE OF CITY'S OLDEST BROKERS PASSES AWAY

(*Continued from page 13.*)

Mr. Bythiner had been a member of the Keneseth Israel Congregation for more than twenty-five years.

The funeral services will be held at ten o'clock on Thursday morning, at 1715 Master Street. Rev. Dr. Krauskopf, assisted by Rabbi Landman, will conduct the funeral services.

The honorary pall-bearers will include M. B. Arndt, Leopold Loeb, Victor Ullman, Morris Jacobs, Alfred Heilbron and Herbert Loeb.

The Trade Value of a Signature

"Commerce Reports" contains an interesting bit of advice from the United States Consul at Hankow, China, regarding the value of a written signature to a letter.

The attention of American firms is invited to the fact that many of them in attempting to solicit foreign trade send out letters with only a printed name for a signature. This is almost invariably construed by foreign merchants as a sign that the American house which send out such letters lacks any real interest in the possible sale of its goods abroad.

The result of this policy is well illustrated by a remark made to the writer by the local manager of a foreign firm. His statement was to the effect that when he receives a trade letter from America, if he sees that the inquirer is sufficiently interested in the marketing of his goods to sign his letter, he always gives such communication the courtesy of a reply, while if he notices that no signature is affixed to the letter it is promptly consigned to the waste-paper basket. It would be well for American firms to bear in mind this attitude of the foreign merchant, as it is doubtless the attitude assumed by many others.

And in this connection it might be well to point out that this criticism can be justly laid at the door of many firms soliciting trade in this country. Go into the office of any busy man and you will find his waste basket half filled with letters under a one-cent stamp, unopened, and others with a printed signature which has been consigned to the scrap basket without consideration, due largely to the lack of a real signature to the communication.

The successful man knows that in addressing a busy man he must sign his letters if he expects to receive any consideration at all.

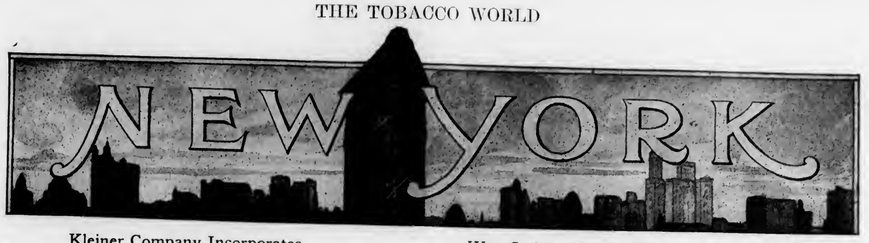
Turkish Tobacco Still in Hands of Producers

The tobacco crop of Smyrna, Turkey, this year is estimated at 17,000,000 pounds, or only a little more than one-half that of last year. This shortage is principally due to the lack of skilled tobacco cultivators and is a result of the expulsion of Greeks. Lack of means of transportation and an economic crisis, both resulting from the war, caused the crop of 1914 to remain unsold in the hands of the producers. As there is no regular market for the merchandise no prices are quoted. It is probable, however, that holders of tobacco would be glad to dispose of their merchandise at very low prices.—"Commerce Reports."

Too Late for Classification.

WANTED—An experienced and reliable salesman to call on the jobbing and better class of retail trade, to represent a good reliable factory. Address Box 85, "The Tobacco World."

DOES YOUR TRADE USE PUNCH BOARDS?—We invite correspondence from salesmen who are making their trade regularly. The most remuneration side line—no samples—no collections—commission paid as soon as order is shipped. We want only first-class men. Enquirers to receive attention must state line carried and how long, class of trade called on, territory and how often covered. The K. & S. Sales Company, 154-156 Whiting Street, Chicago, Ill.



Kleiner Company Incorporates

EMANUEL E. KLEINER, Ida Kleiner and Julian Rosencrans are named as the incorporators of E. Kleiner & Company, Inc., which concern recently incorporated with a capital stock of $100,000, of which amount $75,000 is preferred and $25,000 common. Emanuel Kleiner, of the company, will be remembered as having been formerly identified with the company trading as E. Kleiner & Company, which company was dissolved not so very long ago, Mr. H. Kleiner retaining the New York factory and the various tobaccos stored there. The newly incorporated concern will manufacture the "Lord Macaulay" and "Marie Antoinette" and a new Connecticut shade-grown wrapped 5-cent cigar known as the "Wide-Awake." Mr. Kleiner giving the manufacturing end his personal supervision. The officers are Emanuel E. Kleiner, president and treasurer, and Julian Rosencrans, secretary.

Heard on Broadway

A. Determann, of the Manila Commercial Company, 45 Broadway, is expected in town this week after a successful trip throughout the West.

J. M. Gans, of Gans Brothers, manufacturers of the famous "Bodad" cigar, left recently on a Western trip from which he will return about the middle of July.

Justin Seubert has left for a short trip to Rochester and Syracuse. "Optimates" retain their popularity, as indicated by the incoming orders, and the factory is busy making shipments.

S. H. Furgatch, of S. H. Furgatch & Company, states that the conditions at his factory are continually improving. While the orders are not all that might be expected, the general tone of business on the concern's brands indicates that normal conditions are at hand.

Mr. Manton, of the American-West Indies Company, reports that the brands of that concern are moving nicely and that the outlook for the future is bright. Just at present the company is concerned with the buying of their leaf supplies and several other important business matters.

A voluntary petition in bankruptcy was filed in the United States District Court, Southern District of New York, recently by L. Kahner & Son, cigar manufacturers formerly located 173-175 East Eighty-seventh Street, New York City. The liabilities are estimated at $12,308 and assets at $3630.

Sales on "First Consul" are feeling the improved trade conditions and the office reports that the shipments in the month of May were ahead of those of the same month in 1914. This is the first time in some months that this condition has existed, which shows the upward trend of the cigar business.

Wm. Steiner, Sons & Company Extend Their Business

THE trade will no doubt be interested in learning that the progressive lithographic specialists, Wm. Steiner, Sons & Company, have again shown their enterprise by purchasing the entire plant, stock, designs, trademarks, good will, etc., of the Krueger Lithographic Company, of 312 East Twenty-third Street, formerly known as Krueger & Braun, and have removed the same to their plant at 257-265 West Seventeenth Street. This business will be continued under the firm name of the purchasers.

Krueger & Braun were among the oldest cigar box label manufacturers in the country and carried one of the largest and most attractive lines of stock labels.

Wm. Steiner, Sons & Company will continue the line of labels, etc., but it is the purpose of the new owners to discontinue a few of the designs and it is learned that they are prepared to offer these special lots at very attractive prices.

By this purchase the above firm further extends its business and maintains its reputation for progressiveness and enterprise. The business of the Krueger concern will be handled by the new owners with the same care and courtesy as has always marked the dealings of Wm. Steiner, Sons & Company.

Introducing Quality Manila Cigars

Realizing that the sales of Manila cigars in this country have been curtailed to some extent by the quality of the goods offered, Sidney J. Freeman, 123 Liberty Street, New York City, makes the announcement on another page in this issue of "The Tobacco World" that he represents a line of Manila cigars that compares favorably with the world's best.

Kuenzle & Streiff, Inc., owners of the La Flor de Intal Cigar Manufacturing Company, have given the representation of their line in the United States to Mr. Freeman, who states that jobbers and dealers interested in Manila cigars of merit will do well to communicate with him.

Mr. Freeman's brands include "Magallanes," "Puntacima," "La Union," "La Honradez," "El Tamarindo," "Flor de Intal," "Flor de Lavinah," "Flor de Caritan," "Flor de Minanga" and "Flor de Asinga."

In regard to the "Magallanes" brand, Mr. Freeman says that it compares favorably with the best in the world and that its cost is less. It is a brand that will establish confidence with the smoker and will build up business rapidly.

Concerning the sale of Manila cigars in this country Mr. Freeman said: "Manila cigars are here to stay, but it is a question of how good a cigar the jobber will buy at the very lowest price, and not how cheap and inferior a piece of goods he can purchase to sell at long profits. There is no cigar made in the United States that has better burning and smoking qualities than the 'Magallanes' and other brands made by the Flor de Intal Cigar Manufacturing Co."

E. M. Freeman left on the 14th for a trip through New York State and the northern part of Massachusetts.

"Don Antonio" cigars, made by H. Anton Bock & Company, are receiving a hearty welcoming in the new sizes and packings according to the latest factory reports.

The Cuban Market

From Our
Exclusive Bureau
74 Virtudes

Havana, Cuba.

Havana, June 8, 1915.

THERE has been a little more life in our market during the past fortnight, as some of the Tampa manufacturers in town have operated quite freely, which has improved the tone of the market, although as far as prices are concerned there is no notable change for the present. Besides the sales in town there have been sold somewhat more than 1000 bales of Vuelta Abajo in the country, or direct from the farmers to our local factories, as well to some American buyers. European exporters did a little business, while the shippers to South America have been looking for goods, suitable to these countries, with more interest. We have heard that quite a quantity will be taken, but as the leaf had not been all examined, the reported transactions do not disclose the amount. Germany might be disposed to do a larger trade with us, only the high freight, war risk premium, and the restrictions placed by the Dutch Government upon the trade, make it almost impossible to do any business. Great Britain is taking more Havana tobacco than in former years, but the amount so far has been only a drop in the bucket.

As the rainy season set in all over the country, the vegueros have been enabled to take down the dried leaves from the poles, bundle them, and throw the latter into piles; nevertheless, with the exception of Vuelta Abajo and Partido, for which there is some inquiry, there is no interest displayed to touch the Remedios crop. Farmers are pretending high prices, but the worst drawback is the exceedingly high cost of making an escogida. As the figures in our market for the old crop are so low, the chances are that the packing of Remedios this year would result in another loss to our packers. Under these circumstances, unless the laboring people in the country would be willing to make a decided cut in their wages in order to lessen the cost of an escogida, and the vegueros come down to more reasonable prices, the chances are that the farmers will have to do their own packing this year. As the crop apparently will be very mixed, the yield in real first and second capaduras may be only small this season.

While our stocks are in excess of the momentary demand, we think, however, that with an increased demand on the part of the United States, there may be no surplus worth mentioning during the early part of 1916; and, in all probability, prices ought to have recovered from the unnatural depression, and regained more normal figures, corresponding to the cost of raising a crop of tobacco in the Santa Clara province.

Sales during the past fortnight in town totaled 7999 bales of leaf, which consisted of: Vuelta Abajo and Semi Vuelta, 3813; Partido, 402, and Remedios, 3784 bales.

Buyers were: Americans, 4322; exporters to Europe, 975; shippers to South America, 950, and our local manufacturers of cigars and cigarettes, 1752 bales.

Exports of leaf tobacco from the port of Havana, up to June 2d, were 9797 bales, which were distributed to the following countries, viz.: To all ports of the United States, 8507; to Canada, 122; to England, 135; to the Netherlands, 241; to Spain, 395, and to South America, 307 bales.

Receipts of Leaf Tobacco From the Country

	From May 21 to June 4, 1915.		Since Jan. 1, 1915.	
Vuelta Abajo	2,982	bales	40,786	bales
Semi-Vuelta	172	"	3,357	"
Partido	26	"	2,021	"
Remedios	410	"	56,642	"
Oriente	3	"	7,750	"
Total	3,593	"	110,556	"

Buyers of Leaf Tobacco That Come and Go

Arrivals—From Tampa: Bernabe Diaz, of F. Lozano, Son & Company; Jose Escalante, of Jose Escalante & Company; Jose Pendas, de Y Pendas Y Alvarez.

From New York: Dionisio Hevia, of Dionisio Hevia & Company; S. Ruppin, of S. Ruppin; Aleck Goldschmidt, of A. Bluemlein & Company.

Returned—From New York: Maximilian Stern, general manager of the Henry Clay and Bock & Company, Ltd., F. E. Fonseca, of F. E. Fonseca, owner of the Castaneda factory.

Cigar Representatives

Edward Morris, from London, England, representative of the Punch factory; August Kuttnauer, from New York, general representative of the Punch factory; J. V. Flanigan, representative for the United States and Canada, of the Por Larranaga factory; Valeriano Gutierrez, from Spain (but domiciled at New York), and representative for the United States and Canada, of La Escepcion factory, which makes the famous "Hoyo de Monterrey" cigars.

Departures—To Tampa: Mortimer Regensburg, Delfin Laneza and Jose Pendas.

To New York: H. Rosenberg and Dionisio Hevia.

To Milwaukee: Celestino Fernandez.

To London, England: Edward Morris.

Cigars

Business in our cigar factories during the past month of May has been considerably better than we dared to hope, and while comparing the month with the same period of 1914, there is still a decrease, which, however, has dwindled down to a small amount. The only question is whether the improvement is going to continue, particularly as far as the United States is concerned. We now submit the following statistics, taken from the official custom house returns, thus:

Exports from Havana from May 1 to May 31, 1915	11,644,814	cigars
Exports from Havana from May 1 to May 31, 1914	11,994,798	"
Decrease during the month of May, 1915	349,984	"

Decrease by countries in the month of May, 1915, as compared with 1914:

Germany	875,202	cigars
Canada	451,395	"
Spain	392,806	"
Australia	245,985	"
Austria	182,075	"
Canary Islands	105,220	"
Russia	55,300	"
Portugal	44,850	"
Spanish Africa	30,500	"
Italy	25,000	"
Argentine Republic	21,930	"
Belgium	20,025	"
Brazil	18,500	"
Switzerland	6,000	"
Gibraltar	5,750	"
Chile	4,906	"
Total	2,485,444	"

Increase by countries in the month of May, 1915, as compared with 1914:

United States	732,675	cigars
France	710,324	"
Denmark	310,610	"
Netherlands	198,800	"
Dutch West Indies	64,850	"
Egypt	43,000	"
British Africa	42,600	"
Sweden and Norway	23,000	"
Great Britain and Ireland	8,636	"
Total	2,134,495	"

The total exports from January 1 to May 31, during the years 1914 and 1915, from the port of Havana, as per our custom house returns, are as follows, viz.:

From January 1 to May 31, 1914,	66,205,646	cigars
From January 1 to May 31, 1915,	44,674,868	"
Decrease during the first 5 months of 1915,	21,530,778	"

The decreases of the nine principal consuming countries above 1,000,000 cigars per year, since the 1st of January, 1915, as compared with 1914, now stand as follows, viz.:

Great Britain and Ireland	4,681,869	cigars
Germany	3,684,182	"
France	2,971,976	"
United States	2,887,397	"
Spain	2,790,671	"
Canada	2,562,363	"
Australia	1,359,990	"
Chile	428,397	"
Argentine Republic	283,153	"
Total	21,649,998	"

Don Ramon Arguelles, of the Romeo y Julieta factory, has been quite busy lately in trying to increase their holdings of leaf, and we understand that he secured more than 1200 bales of choice old Vuelta Abajo vegas, here in the city, as well as in the country. The factory continues to do a very satisfactory business.

Partagas seems to be also well supplied with orders from Great Britain and the United States principally, although the minor countries are also contributing with their share.

H. Upmann & Company are normally busy at this time of the year, never lacking orders from one country or the other.

The Sol factory is now comfortably located in their new building, 19 Estrella Street, and business has started well on "Sol" and "Devesa de Murias" cigars.

The Por Laranaga factory is still doing a phenomenal trade with Great Britain, while their "Nacionales" brand is selling better in the United States from day to day.

Don Pablo Quadreny, the senior manager of the Hoyo de Monterrey factory, will sail on the 10th inst. per steamship "Catalina," for Barcelona, to take a well earned vacation.

Most of the independent factories are fairly busy, only the Henry Clay and Bock & Company, Ltd., seem to have a quieter spell at present.

Leaf Tobacco

Sobrinos de A. Gonzalez sold 1200 bales of all kinds of leaf during the past month of May to their various customers.

Perfecto Garcia & Brother, of Tampa, purchased so far 1700 bales of very fine vegas of Vuelta Abajo and some new Partido through their partner, Manuel Garcia, but as the latter is still here, he appears not to have finished buying yet.

J. F. Rocha was a seller of 787 bales of Vuelta Abajo and Remedios leaf during the last fortnight.

Corrall, Wodiska & Company were buyers of 815 bales additionally, consisting of prime old Vuelta Abajo vegas, and we understand that this firm now has stocks aggregating about 6000 bales of leaf. Don Celestino and Manuel Corrall were the buyers here.

Jose C. Puente & Company disposed of 600 bales of Remedios, Partido and Vuelta Abajo in the last two weeks.

J. F. Berndes & Company were buyers of 1400 bales of leaf for account of their customers during the last fortnight.

Herrera, Calmet & Company closed several transactions amounting to 370 bales of Remedios leaf.

Ernest Ellinger & Company secured around 500 bales of leaf in the last two weeks for account of their customers.

Exporters of leaf tobacco from the port of Havana above 200 bales during the fortnight ending June 2d, were:

Virgilio Suarez	2,256	bales
Cuban Land and Leaf Tobacco Company	1,343	"
Leslie Pantin	821	"
J. F. Berndes & Company	751	"
Sobrinos de A. Gonzalez	515	"
Mark A. Pollack	392	"
H. Upmann & Company	340	"
Bautista Martinez	281	"
Garcia & Company	270	"
Manuel Suarez	258	"
Y. Pendas y Alvarez	253	"
J. Bernheim & Son	209	"
Walter Sutter & Company	203	"

Detroit

Retail Trade is Brisk—Many Prominent Cigar Men in Town—Mazer Cigar Company Plans to Increase Capitalization

Detroit, Mich., June 10, 1915.

LEARN one thing about Detroit—there are fewer failures among the cigar dealers, fewer changes and less friction or price-cutting than any other city in the country. While there are enough cigar stores in the City of Straits, they are handled by a comparatively few concerns. Take the Harry W. Watson Company, for instance; this firm has no less than thirteen cigar stores and stands and is now getting ready to open another large one at Jefferson and Woodward Avenues, where it has taken a long lease of the building. One-half of the first floor will be for retail purposes, the balance being devoted to the wholesale end. Then there is M. A. LaFond & Company controlling office building stands as well as three retail stores; the Central Cigar Stores operate six stores, all of which are very successful; E. M. Harris & Company operate two stores and are preparing to open a third one in the new building being erected at Woodward and Gratiot Avenues. Indications are that the new store will be the most successful of any being where traffic is unusually heavy at all hours of the day and night. Of course there are a number of individual stores operated by such well-known men as Bert Johnson, Charles W. Bird, Lester Wanamaker and Burns & Johnson.

The retail business in Detroit is very good just now. Everybody reports a brisk trade. Hotels are getting busier every day and more people are arriving in the city every day for sight-seeing. Conventions have started galore and there is every reason to anticipate an excellent summer trade. What Detroit will miss this year in the way of conventions will more than be made up next year. The Detroit Convention and Tourists Bureau reports that conventions already booked for 1916 will make it one of the greatest years in the history of the city.

Sherman Bond, of Toledo, and Charles Stimpson, of the Medea Hotel in Mt. Clemens, have leased the property at the northwest corner of Adams and Park Streets, opposite the Hotel Tuller, and may erect a large hotel thereon. Mr. Bond is lessee of the Boody House in Toledo. Definite announcement, however, has not been made as to their future plans.

The Wayne Cigar Company plant was shut down for a week in May owing to the fact that both Messrs. Worch and Spietz were out of the city and several of the department heads were taken suddenly sick. The company is now working harder than ever to keep up with orders.

The Mazer Cigar Company will give an excursion to Sugar Island on Saturday, July 31st, for its employees. The trip will be made by boat on the steamer "Owana," leaving Detroit at eight-thirty in the morning and returning at eight o'clock that night. There will be music on the boat both ways and at the island for dancing. In addition there will be all sorts of athletic contests for which prizes will be given. There are 500 employees at the Mazer factory, all of whom will participate in the outing as the company's guests. The factory will of course be closed for the day.

Art Gramm is again back in the cigar business, this time as a jobber, having headquarters in the Buhl block, Congress and Griswold Streets. He was formerly a retailer and until recently clerk with Bert Johnson, at Woodward and Fort Streets.

Oscar Rosenberger, of the San Telmo Cigar Manufacturing Company, has left for the Adirondack Mountains, where he has rented a cottage and will spend the summer.

There were a lot of prominent men in town lately, including John Duys, of H. Duys & Company, Sumatra importers; G. J. Johnson, Grand Rapids, cigar manufacturer; Ben Lesser, of F. Lozano & Company, cigar manufacturers; W. C. Waterman, of Waitt & Bond, Boston, cigar manufacturers; E. N. Ackerman, of Pendas y Alvarez, makers of "Webster" cigars; Harry Rothschild, representing Cullman Brothers, and Ferdinand Cranz, of F. & E. Cranz, Sumatra importers.

Louis Peters & Company, Detroit wholesale leaf dealers, expect to be located in their new quarters on East Larned Street not later than July 1st. This is one of the oldest leaf firms in the Middle West.

The Mazer Cigar Company has filed papers with the Secretary of State increasing its capitalization from $50,000 to $75,000. The additional capital is required to make a number of important changes to the factory, the greatest of all being the building of another five-story brick structure adjoining the present building on the south. This will give the Mazer Company a total floor space of 50,000 square feet. It will then be one of the largest factories in the city.

The Asco Cigar Company, Detroit, has filed articles of association, the capital stock being $15,000. The stockholders are Anthony Tefanowski, Anthony Fleming and Joseph Steganowski.

"Red Belt" is the style of a new cigar just brought out by the Minty Cigar Company, of Battle Creek.

Don't forget that "The Tobacco World" headquarters are at the Hotel Pontchartrain.

Thornburg.

Another Detroit Cigar Factory

Among the latest cigar factories that have been opened in Detroit is that of Cheeseman & Furnas, 891 Antoine Street, which has a bright outlook for the future.

Both of the members of the firm are seasoned traveling men and know what the public demands. Mr. Furnas was for many years associated with the Banner Cigar Company.

The two leading brands of the firm are "Second National", which sells for a nickel, and "First National", which goes over the counter at ten cents.

The slogan, "A Cigar You Can Bank On", goes with every smoke and the phrase has already become a by-word with Detroit smokers.

A New Modern Cigar Factory

One of the most modern of cigar factories has recently been erected in Peoria, Ill., for the Frank P. Lewis Cigar Company at a cost of $50,000. It is three stories high, brick with white stone trimmings, a multitude of big windows and equipped to meet every sanitary requirement.

The Lewis factory turns out the well known "Lewis Single Binder" five-cent cigar which has been on the market for the past eighteen years.

The tobacco stocks carried are sufficient to last from one to two years, thus assuring the consumer of a standard quality of leaf regardless of the existing condition of crops. The working conditions for the employes are ideal in every particular.

Shanghai Cigarette Importations Increase

The importation of cigarettes into Shanghai during 1914 increased by $619,184 as compared with the previous year, according to the "Commerce Reports". The principal sources of cigarette shipments were Great Britain, Russia, Japan and the United States.

RETAIL KINKLES

Catchy Schemes Used Successfully By Thinking Men To Improve, Enlarge and Popularize Their Business

The personal element in the present-day salesmanship is largely responsible for the success of one cigar and tobacco merchant who found that unless increased business could be secured and new customers added there would have to be a curtailing of expenses.

Interesting the Customer

Calling his clerks together he outlined his position and asked for suggestions as to how best to keep his force intact and at the same time secure increased business.

During the conference one of his salesmen remarked that a certain man who was an occasional buyer was an enthusiastic fisherman while his associate was just as ardent a gunner.

The necessary object to be attained then was to interest both these men in their several hobbies, and to this end the proprietor selected the best tackle and gun that was within reason, and advertised through window cards that these goods would be given free with the return of a given number of coupons representing goods purchased at his store.

Both customers became interested, and the dealer for their accommodation placed a box at their disposal with a slit in the lid into which the coupons could be dropped, instead of requiring them to be carried by the customers.

The regular customers were not long in asking that some object in which they were interested be offered as a premium, and the fact soon became known that any article could be obtained for the return of a given number of coupons, depending upon the cost to the cigar dealer.

The salesmen were soon seized with the spirit of the increased business and solicited by letter and in person their friends who were not regular customers with the result that during the coming vacation season each salesman will receive a bonus for results obtained through his individual effort.

* * *

The variety of objects which may be offered as premiums by cigar and tobacco merchants sometimes makes it difficult to select just the article that will present the strongest appeal to customers. Great care should be exercised in the selection of appropriate premiums, and the ones selected that will be seasonable and timely.

Traveling Bags for Coupons

One member of the tobacco trade, living in a neighborhood where many residents spent a great portion of the summer season out of town, decided to offer traveling bags for the return of a given number of cash register slips representing goods purchased at his store.

There were many of the male members who commuted to and from the city daily or several times a week, and catering to this class of trade it was necessary to guarantee the quality of these premiums.

In order to satisfy the customers in this respect, coupons were issued with orders for twenty-five or more cigars, and arrangements were made with a leading dealer to honor these orders, the latter allowing a discount according to the number purchased.

In this manner the premiums were guaranteed by the dealer and the size of the bag was determined by the amount of goods purchased from the cigar dealer.

In certain sections along the Atlantic Seaboard white caps and duck trousers are the accepted garb for the Fourth of July celebration, and in one locality the success of last year will be repeated by a cigar and tobacco dealer who offers these articles of wearing apparel for the return of a given number of cash register slips representing goods purchased at his store.

A Holiday Premium Plan

About a year ago this dealer was looking over the situation in his home town and conceived the thought of offering this line of premiums and secured the addresses of several clubs and submitted to their members his plan. A number of the clubs responded and orders were issued to one of the leading ready-to-wear tailors to supply all who presented the required slips with the trousers and caps.

It is obvious that a fair quantity of merchandise was purchased in order to secure the required number of slips, and the dealer saw to it that every cigar or package of cigarettes that left his store was in first-class condition, and after the celebration sent notices to the several clubs asking for a continuation of their patronage. Many of the club members have continued to patronize this dealer, and where a year ago he was just getting along comfortably, the present year finds him with a considerable balance on the right side of the ledger.

* * *

Cigar and tobacco dealers who are on the alert to seize every opportunity for increasing business will not overlook the near approach of the mid-summer holiday which occurs on the 4th, but which will be celebrated on the 5th, of next month.

Preparing for the Fourth

The first step is an attractively decorated window showing the goods that the dealer desires to bring to the attention of his customers and the public.

These goods should be displayed with the usual decoration of American flags and bunting and the picture of one of the heroes of earlier times. Smaller flags and toy cannon or pistols can be used to good advantage in filling up odd corners and extra space.

Plans for the decoration of the window should be made at least one week in advance and the finished decoration be completed not later than the first of the month and carried over for a week or more.

Coming as this holiday does on Sunday, when the following day will be celebrated, and as many business places will close on the Friday before, there is splendid opportunity for the cigar and tobacco trade to increase its sales by making an appeal for customers going out of the city to lay in a sufficient supply of their favorite smokes.

Those cigar and tobacco stores which handle patented lighters can also increase their business on these goods to such of their customers as have planned camping or outing trips and the consequent danger of wetting or losing matches.

To the wide-awake dealer this holiday affords splendid opportunity for increased business in many different ways that may carry him over many a dull day during the vacation period.

San Francisco

Exposition Benefits Now Felt by Trade—Window Advertising on the Increase—Bondy & Lederer's "Watt" Sales Growing—Jose Lovera Returning East After Visit

San Francisco, June 5, 1915.

JUNE has opened with much brighter prospects than have existed for a number of weeks. The beneficial effects of the Exposition are becoming more apparent as time goes on. During the earlier weeks the Exposition drew more largely from local than from out-of-town people, and cigar dealers found that the Exposition during the first weeks after the opening hurt trade. Now, however, the situation has changed. San Francisco people have got back to their normal life to a large extent, and the Fair is becoming more and more a drawing card for visitors, who are sure to spend some time down town as well as at the Fair grounds. Down town business in all retail lines is improving, especially in locations suited to the transient trade, such as those along Market Street. Retailers are still buying very cautiously, and city salesmen complain that orders are of such small size that the selling cost is much higher than it ought to be. Some of the smaller jobbing houses whose business has been largely local have found this a serious matter. One or two jobbers have given up the struggle and will quit carrying stock and will hereafter sell for factory shipment only.

There is a scarcity of daily newspaper advertising this season, but a steady tendency to devote more and more attention and care to window advertising. The spread of modern store fronts into the interior has encouraged greater window display efforts there, and the results of some of the recent window campaigns in the larger towns of California have been very satisfactory.

H. L. Judell & Company, of this city, are doing some active promotion work in the interest of the "Watt" cigar of Bondy & Lederer. E. R. Allenburg, traveling representative of H. L. Judell & Company, and W. B. Patillo, of the advertising department of Bondy & Lederer, are spending the present week at Sacramento and other towns in the Sacramento Valley. Mr. Patillo is looking after the window and other advertising features, while Mr. Allenburg is taking the orders. The trade and the public of that section of the State are already pretty well acquainted with the merits of the "Watt" and the present campaign is bringing in a lot of business. As a result of these "Watt" campaigns H. L. Judell & Company have been forced to wire in for 50,000 cigars to come out by express.

W. T. Morgan, of the Morgan Cigar Company, came out from Tampa last week for a look at the Exposition. While here Mr. Morgan will lay some plans for the season's work on the "Juan de Fuca" cigars of the Morgan Cigar Company. The "Juan de Fuca" is distributed in San Francisco and vicinity by B. Mirsky, of this city.

A. L. Cuesta, president, and R. C. Hammand, Western representative of Cuesta, Rey & Company, are in San Francisco this week, the former coming North after a stay at Los Angeles, and the latter coming South from the Portland and Seattle regions. Both are spending some little time at the Exposition where Cuesta, Rey & Company have an attractive exhibit.

R. V. Morrison, traveling representative of the Cayey-Caguas Company, who is now in San Francisco, made a slip a few days ago while cranking an automobile, and sustained a fracture of his arm, which, however, does not seem to be very serious.

Henry Esberg, of New York, one of the officials of the United Cigar Manufacturers Company and of M. A. Gunst & Company, of this city, who has been visiting the latter house for a week or two, has now returned to his home in New York.

H. H. Manley, San Francisco representative of the American Cigar Company, has finished up a lively though short campaign for orders in Southern California. He reports Los Angeles and other southern points as in much better shape from a business point of view than they were earlier in the year.

The Nevada Tobacco Growers' Company, of Grass Valley, Cal., which is growing three acres of tobacco this year in continuation of the experiment started something more than a year ago, reports that more than 25,000 plants have already been transplanted.

H. J. Meis has bought out the cigar and tobacco business of A. H. Brosterhaus, of Los Angeles.

S. Bachman & Company, San Francisco wholesalers, have added to their lines the "S. & W." cigar of the Wayne Cigar Company, of Detroit, Mich. S. Bachman & Company report a steadily increasing demand for cigars packed in tin.

Jose Lovera, head of the Jose Lovera Company, who has been spending some time at the Exposition with Mrs. Lovera, has left for the East. He reports being more than pleased with the Exposition, as well as with the big and growing sales of the "Bandero" turned out from the Lovera factory. The "Lovera" and "Bandero" cigars are distributed in this territory by Wellman, Peck & Company, the Western factory representative being Major B. F. Burrows, of this city.

Alexander Herbert, vice-president, and Thomas Devitt, Pacific Coast representative of Phillip Morris & Company, cigarette manufacturers, are spending the week in San Francisco. Mr. Herbert is taking a little time from business to spend at the Exposition.

George W. Lewis has bought out the cigar business of McIntyre & Leave, at 2632 Mission Street. Allen.

Trade Jottings

J. A. Kohler, of J. A. Kohler & Company, cigar manufacturers, York, Pa., was a recent visitor to New York City.

The regular quarterly dividend of 1¾ per cent. on preferred stock, payable July 1st to stockholders of record June 17th, has been declared by the American Tobacco Company.

The Rosenfeld-Smith Company, Portland, Ore., are reported to have just recently taken on for distribution the "El Roi-Tan", having secured the brand in ten sizes.

The Badger Tobacco Company, Milwaukee, Wis., report good business on the "Subway" cigar, manufactured by the I. Lewis Cigar Manufacturing Company, Newark, N. J.

"Lord Varrick's Pipe Food" for pipe smokers, manufactured by the Falk Tobacco Company, is being distributed by the Noah-Foster Company, Buffalo, N. Y.

E. A. Condax & Company, the well known New York cigarette manufacturers, are now located in their new quarters at 57-59 West Nineteenth Street, corner of Sixth Avenue, having at their disposal more than 15,000 square feet of floor space.

Leaf Tobacco Notes

PENNSYLVANIA

Lancaster, Pa.

The last week saw the last of the planting of Lancaster County's new tobacco crop, which is estimated at 15,000 acres.

From various parts of the country come reports that cut worms are doing much damage to early planted tobacco, rendering much replanting necessary. The cigar industry continues to improve, and in consequence of this the local leaf trade is picking up.

The 1914 crop has virtually all been sold, very much earlier than is usual for the last of the tobacco to leave the hands of the growers. The crop goes on record as being the lowest priced tobacco ever grown in Lancaster County. It was fine tobacco when placed in the shed, but it lost much of its value through the curing season, because of the long drought, when much of it simply dried instead of curing.

CONNECTICUT

Suffield, Conn.

There are already 20 or 30 new tobacco sheds built since last fall and nearly as many either under construction or planned before another fall. This increase in shed room means that fully 300 more acres of the weed will be grown this year over last season, bringing the acreage up to 4000 this season. Farmers all received a fair price for tobacco last year and with this money have built additions to their sheds or homes, while others have invested in automobiles.

The tobacco warehouses opened early last fall and closed late this spring, giving the farmers plenty of time to get their tobacco beds and the land ready. The warehouse of Ewald Wever at West Suffield Center is still running with over 100 hands working every day.

TENNESSEE

Clarksville, Tenn.

The reports obtained from various sections of the county indicate that about one-half of the tobacco crop has been planted. While some farmers have finished, there are many who have planted none, and others who have planted only a small portion of the crop.

It seems probable that in this county the crop will probably reach about the acreage of last year, but as the greater portion will be planted two weeks earlier, it should make a better quality. Those who have finished planting have about exhausted their plants, except probably a few that will grow large enough to replant.

Labor Federation of Porto Rico Appeals to President.

A committee representing the Free Federation of Workingmen of Porto Rico has recently called upon President Wilson and urged him to appoint a committee to investigate the working conditions on that island. It was represented that "the rights, liberties and lives of the masses of the people of Porto Rico are placed in jeopardy by the maladministration of the laws."

The Porto Ricans declared that the workers on the sugar and tobacco plantations were underpaid; that the island police force had been used to oppress them; that the right of assembly and free speech and to strike had been denied, and that 200,000 children of school age were without school accommodations.

The petition asked that Congress give the island a new constitution and that the Porto Ricans be made citizens of the United States.

Leslie Pantin Loses a Warehouse by Fire

Havana, Cuba, June 8, 1915.

The most stirring event in the leaf trade here was the complete burning down of the warehouse of Leslie Pantin, 140 and 142 Consulado Street, which took place on June 3d, shortly after 11 A. M., when nearly everybody had gone to lunch. The fire broke out so suddenly that soon the whole building was ablaze, and as the firemen had no water for nearly half an hour, the warehouse was entirely gutted with its contents, although fortunately as it was raining and there was no wind, the adjoining buildings were saved from destruction. The stenographer and the upstairs porter had not yet left the building when the fire broke out, and as they found the staircase in flames already, their escape to the street was cut off, so they hurried to the roof. As good fortune would have it, they were saved through the brave and quick action of a colored bootblack, who risked his own life in order to save the two persons.

How the fire really started nobody knows, but the supposition is, that through carelessness of some party, who either threw away a lighted match, or a cigarette among a lot of shavings which were collected in a room near the foot of the stairs, the fire must have commenced. The downstairs porter at least declared that he noticed some smoke coming from that room, and when he opened the door he threw a pail of water on the flames, without however being able to subdue the flames, and which on the contrary enveloped the staircase with lightning rapidity.

Mr. Pantin had been doing business in this building for eight years and never the slightest thing had happened, and he cautioned the porter and all the men from smoking near the room of shavings. Fortunately, as he intended to have a new cement flooring laid, he had removed all the tobacco stored on the ground floor to another warehouse; therefore about 3000 bales have been burned, which were all fully covered by fire insurance. The exact loss cannot be established, as the three safes with the books have not been opened yet, although it was to be done today.

All the tobacco burned belonged to Mr. Pantin's customers, as he himself never speculates and did not own a single bale of leaf. The most delicate position for Mr. Pantin to be placed in was that he acted as the agent of the Guardian Assurance Company of London, and that the merchandise was covered by this company. However, when he notified the head office by cable of the fire loss, and asked at the same time that the company send an adjuster immediately from London, in order to make the proper settlement, the directors at once cabled in reply expressing their sympathy for the loss sustained and saying that as far as the adjustment was concerned that they would be perfectly satisfied with his personal settlement in this matter. This is certainly a great satisfaction to Mr. Pantin, as it shows the perfect confidence and the implicit trust bestowed upon him by the company.

A relative of Mr. Pantin made the remark that if it had been possible to prevent the breaking out of the fire that he felt confident Mr. Pantin would have gladly sacrificed $50,000—or in other words, he estimated the excitement and worry at this figure. In any event, a fire is a calamity, and there are losses which money can never replace.

"In-B-Tween"—a New Baltimore Brand

"In-B-Tween" is a cigar but four inches in length, in a de luxe packing. In each box is a certificate for ten of which one may obtain a leather pouch to fit the cigars. Kraus & Company, Baltimore, Md., who are the sponsors for this new product, state that they are very well pleased with the reception given to "In-B-Tweens" thus far.

Deaths in the Trade

Edwin A. Lowell

EDWIN A. LOWELL, aged seventy-two, who for years conducted the largest wholesale tobacco business in Rochester, N. Y., and one of the largest in western New York, died Monday morning, June 7th, following brief illness at his home, No. 10 Sibley Place, Rochester. From a humble beginning the late Mr. Lowell built up a mammoth tobacco business.

Born in Portageville, N. Y., deceased spent his early life in Fillmore, N. Y., afterward removing to Rochester, where he engaged in the dry goods business until 1877, when he opened a small tobacco establishment in South Avenue, Rochester, where the Hofbrauhaus now stands. Later he moved the business to Main Street, west, and for years was located in Fitzhugh Street, Rochester. During the many years in which Mr. Lowell was engaged in the tobacco business he was continually on the road selling his own goods. He traveled to all small towns in western New York, introducing many brands of cigars, cigarettes and smoking tobacco to the trade. Ten years ago, when S. L. Johns, cigar manufacturer, of McSherrytown, Pa., failed, the late Mr. Lowell purchased in one order some 600,000 cigars, which was the largest single purchase of cigars ever registered by a Rochester dealer and perhaps it is not equaled in the western end of New York, excepting possibly in Buffalo. Mr. Lowell never had a partner, but at various times he employed large numbers of salesmen. When Mr. Lowell retired from active business he occupied the double building in Exchange Street, Rochester, where Smith, Perkins & Company now is located, and in order to dispose of his mammoth stock he had to open a small place in Masonic Temple, Rochester.

Deceased leaves his wife, two daughters, Mrs. Louis J. Flach, of Cincinnati, O.; Mrs. Bradford A. Richards, Rochester; one son, Edwin A. Lowell, Jr., and one sister. He served in the Civil War and was a member of I. F. Quinby Post, G. A. R., and also the Masonic Lodge, Fillmore, N. Y.

Joseph Frohnhoefer

Joseph Frohnhoefer, a cigar manufacturer of 178 Sumpter Street, Brooklyn, died recently at the age of seventy-one from acute indigestion.

The deceased was born in Scharlottenbach, Germany, and had lived in Brooklyn for sixty years. He was a member of the Kings County Council, Knights and Ladies of Honor and the Fulton Street Board of Trade.

He is survived by a widow and three daughters.

Felix H. Abraham

Felix H. Abraham, of Abraham & Levey, wholesale cigar dealers at 98 Fifth Avenue, New York, died recently as the result of being struck by an automobile while crossing Eighth Avenue at 115th Street. He received a fractured skull. The deceased, who was fifty-eight years old, is survived by a widow.

Court B. Cunley

Court B. Cunley, for forty years one of the leaders of the Republican party of Dutchess County, and a prominent tobacconist of Poughkeepsie, N. Y., died recently at the age of seventy-seven years, due to valvular disease of the heart.

The deceased was born in Hillsdale, Mich. He entered the tobacco business with a Fishkill firm which he represented in New York City. After he learned his trade he went into the cigar manufacturing business for himself and in 1867 he went to Poughkeepsie, where he started a cigar factory. In 1885 he opened a retail cigar store at 235 Main Street, and it was a rendezvous for prominent Republicans from all parts of the state. Mr. Cunley was forced to give up the store in 1912 owing to ill health.

Mr. Cunley was first exalted ruler of the B. P. O. E., a member of the Poughkeepsie Lodge of F. & A. M., Poughkeepsie Chapter 172, R. A. M., Commandery 43, Knights Templar; King Solomon's Council of Royal and Selected Masters, a member of the K. of P. No. 43, Fallkill Lodge, 297, I. O. O. F.; a member of the New York Mystic Shrine of Mecca Temple and a thirty-second degree of Aurora Grata Consistory of the Valley of Brooklyn.

The deceased is survived by a widow, one daughter and three sons.

Henry K. Meiskey

Henry K. Meiskey, a well-known tobacco packer of Lancaster, Pa., died recently at the home of his son in that city, as a result of infirmities due to advanced years. The deceased was seventy-eight years old. He is survived by five sons and four daughters, thirty-four grandchildren and five great-grandchildren.

Herman Wiecking

Herman Wiecking, a retired tobacco manufacturer of Indiana, killed himself recently at the home of his sister in Ridgewood, N. J. He suffered from hardening of the arteries and had been an invalid for some time. He ended his sufferings with a shot in the temple. A brother had anticipated the act and had fixed the revolver which Mr. Wiecking kept in his trunk so that it was useless. The deceased circumvented his brother by purchasing another revolver. He was sixty-six years old.

Carl Nimeyer

Carl Nimeyer, a wealthy tobacco merchant of Brooklyn, was found dead from gas poisoning recently. Since the death of his wife he had been living with a daughter. When the daughter opened the door of his room she found him unconscious from gas fumes. He died before the arrival of a physician. Mr. Nimeyer, who was sixty-five years old, was born in Germany and had many warm friends who had gone to the firing line. While refusing to discuss Mr. Nimeyer's death, the family maintain that it was accidental. He is survived by one son and three daughters.

Leo Schwager

Leo Schwager, a wholesale and manufacturing cigar dealer, formerly in business on lower Fulton Street, and later on Fifth Avenue, in Brooklyn, died recently after a long illness. The deceased was thirty-four years of age. He was a member of Joppa Lodge, F. and A. M., and the Temple Beth Elohim. He was a bachelor and is survived by his parents, Mr. and Mrs. Gabriel Schwager, and three brothers, Alfred, Emanuel and Mortimer.

"Wellington" pipes, Wm. C. Demuth & Company, continue their wide-spread sales unchecked. The handsome display cards have resulted in many new accounts and the orders for the goods are of the most encouraging character.

Pocket Pack Open
½ Actual Size

Amsterdam Tobacco Sales

The official average yield of the first five Sumatra tobacco sales—one of which took place in Rotterdam—have now been published, and show that in all 79,502 packets were sold at an average price of about 143c. per half kilogram, against (in 1914) 78,603 packets at about 205c. The results of the principal companies were as follows:

	1915		1914	
	Packets.	*Average price.	Packets.	*Average price.
Deli Co.	16,302	175	18,605	246
Deli Batavia	8,162	156	6,998	234
Arendsburg	6,733	82	7,000	158
Amsterdam Deli	6,359	145	5,255	210
Rotterdam Deli	5,537	114	3,860	147
Deli Cultur	4,450	81	4,787	186
United Langkat	4,396	186	4,265	278
Senembah	3,756	214	5,222	199
Amsterdam Langkat	3,223	156	2,237	218
Shanghai Sumatra	873	78	848	210
Wampoe	784	103	810	157
Bah Lias	540	221	441	219
London Langkat	171	97	83	82

*Per half kilogram in cents.

Of Borneo tobacco a total of 3046 packets has been sold so far at an average yield of about 78c. per half kilogram, against, last year, 2969 packets at averagely 110c. The results for the three British companies were: New Darvel Bay (Borneo) Tobacco Plantations, 1031 packets at 109c.; New London Borneo Tobacco Company, 1556 packets at 51c., against, last year, 2769 packets at 106c.; the Borneo Proprietary Estates, 270 packets at 86c.

Cigarette Factory in Manchuria

The Sanlin cigarette factory, Mukden, under Japanese management, employs some fifty hands, according to a recent statement in the "Commerce Reports." The capital of the concern is $10,000 while its annual output is estimated at $40,000.

Now and Forever
Reynaldo
MILD HAVANA CIGAR
½ Actual Size
"Made So Well This Generation, It Will Remain the Next Generation's Favorite"
Vest Pack 3 for 25c Reynaldos

Are You Handling the New Reynaldo Packages?

The Reynaldo Pocket Pack and Reynaldo Vest Pack give improved packaging for a cigar that can't possibly be improved—the Reynaldo Mild Havana Cigar. Reynaldo Pocket Pack contains 5 Libretto size Reynaldos at 50 cents. Reynaldo Vest Pack holds 3 Tri-size Reynaldos at 25 cents.

A big thing for the smoker — a bigger thing for the dealer. Where you sold one or two cigars before you'll sell three to five now.

Here's a real chance to get more business from *regular* customers and win new ones. Get a supply of the new packages.

Luckett, Luchs & Lipscomb, Bulletin Building, Philadelphia, Pa.

"Molotok" Russian Cigarettes Being Well Placed

Among the rapidly growing brands of the better class of cigarettes attention is directed to the "Molotok" brand, for which the Russian Import Company, of this city, is the sole distributor.

"Molotok" cigarettes are made from a blend of fine Russian and Turkish tobaccos. The leaf is imported from Odessa. The finest cigarette paper procurable is used to wrap the tobaccos and every cigarette is made by hand, by Russian workmen, assuring the consumer of a product which embodies the finest tobaccos blended by experts and manufactured by the most skillful cigarette makers.

In speaking of the "Molotok" brand, Mr. Hammer, of the Russian Import Company, said: "A properly made cigarette is made by hand and encased in thin paper, and, contrary to the popular opinion, the paper is not smoked at all, but burns more rapidly than the tobacco. Only the smoke from the burning tobacco is taken into the mouth, and the nicotine burned as the paper burns away from the tobacco."

The brand is made in three blends—mild, medium and strong. The quality of the tobacco is the same in all sizes and blends.

MOLOTOK

ПАПИРОСЫ МОЛОТОКЪ

Русской Компаніи Привоза,

HAND MADE RUSSIAN CIGARETTES

The cigarettes are attractively packed in white boxes with padded tops. The lettering is embossed in red and the top of the lid is surrounded by a narrow band of gold. The above illustration is a reproduction of the top.

The Russian Import Company has until recently confined its efforts to the mail order business entirely, but they state that they now have many customers in the different cities throughout the country, and that if they can get some first-class dealers in these cities to stock the goods they will turn over their customers to them.

It may be interesting to the trade to know that "Molotok" cigarettes are now sold at the Bellevue-Stratford, Cafe L'Aiglon, Manufacturers' Club, Mitchell, Fletcher & Company, Showell, Fryer & Company, Yahn & McDonnell, Land Title Cigar Stand, Broadway Cigar Store and Elmer Dietrick's.

It is noted that the sales of "Molotok" cigarettes are increasing. "Due entirely," says Mr. Hammer, "to the fact that they are sold on their merits and through recommendations coming from pleased customers."

"Genuine Russian cigarettes of 'Molotok' quality have not," says Mr. Hammer, "to my knowledge been previously widely sold in the United States. 'Molotok' cigarettes duplicate in quality the very best cigarettes produced in Europe. They contain just good tobacco—pure, clean and sweet—and nothing else."

Sanchez & Haya Cigars at Wholesalers' Convention

One of the very pleasant features of the banquet which forms part of the Annual Convention of the National Wholesale Grocers, which this year was held in Seattle, Wash., and but recently, was the cigars, encased in alluring wax envelopes and passed around to the guests by small Chinese maidens. The brand was Sanchez & Haya "Invincibles," and it is needless to comment that they were as satisfactory as ever.

Tobacco Man Detained by English Military Authorities

Despite the efforts of his friends and business associates to secure his release, in order that he might return to his business duties, O. H. Bernhardt, manager of the American Nicotine Company, Henderson, Ky., is still held in a German detention camp in London, England. Bernhardt's intercessors were informed that no Germans in detention camps will be permitted to depart while the war continues. Mr. Bernhardt, who was a lieutenant of a German reserve regiment, was recalled to Germany last August. Two months ago he was brought to London from Gibraltar where he had been interned in a fortress following his capture by British troops. Mr. Bernhardt's business colleagues, in communicating with the English military authorities, promised that were he released that they would see to it that he remained in Henderson until such time as the war might cease, but even this proved futile.

Benson Cigar Company Incorporates

The Benson Cigar Company, of Worcester, Mass., has been granted a certificate of incorporation by the Commissioner of Corporations in that State with a capital stock of $20,000. The charter stipulates the manufacture and sale of cigars, and the company expects to begin business at 42 Pleasant Street, that city.

Clinton E. Benson is president and clerk and John Collins, of New York, is treasurer. They, with M. S. Munitz, of New York, comprise the directorate.

Mr. Benson, president of the corporation, has for twelve years been manager of the Worcester branch of the Estabrook & Eaton Company. He has resigned that position.

Simon Batt & Company are well pleased with the sales on their "La Verdad" and other brands and they state that recent orders show a big improvement.

SIGNS THAT TALK

Paper Enameloid Signs

For indoor advertising this product of our factories leads the field. The improvement in business is indicated by the rapid increase in orders from cigar and tobacco manufacturers for our High Class PAPER ENAMELOID SIGNS.

These signs *compel* attention. For reviving business in old territory or for introducing your products in new districts our signs excel in the matter of RESULTS.

Samples Sent to any Rated Concern

WE CATER TO QUANTITY USERS AND MANUFACTURERS

THE TOBACCO WORLD REGISTRATION BUREAU

The Tobacco World, established in 1881, has maintained a Bureau for the purpose of Registering and Publishing claims of the adoption of Trade-Marks and Brands for Cigars, Cigarettes, Smoking and Chewing Tobacco, and Snuff. All Trade-Marks to be registered and published should be addressed to The Tobacco World Corporation, 236 Chestnut Street, Philadelphia.

One Dollar for each title must accompany all applications. In case title or titles cannot be registered owing to prior registration, same will be returned immediately, less our usual charge for searching and return postage, or it will be credited if desired.

☞ Positively no responsibility assumed for errors, duplications or any controversies which might arise. We will not under any circumstances act in a legal capacity in cases concerning disputed titles. We maintain a bureau of records only.

REGISTRATIONS

PATRIOT'S R-W-B SMOKE:—30,941. For cigars. May 25, 1915. H. S. Meiskey's Sons, Lititz, Pa.

A. B. A. CHECKS:—30,942. For cigars, cigarettes and tobacco. May 26, 1915. Frank Bauer, Seneca Falls, N. Y.

THE AMERICAN SAILOR:—30,943. For cigars, cigarettes and tobacco. May 27, 1915. Agamemnon Poulo & Co., New York, N. Y.

1566:—30,944. For cigars. May 28, 1915. Frank Zeleznik, Richmond, Va.

TIME O'DAY:—30,945. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. May 28, 1915. Pasbach-Voice Litho. Co., New York, N. Y.

LIFE BUILDER:—30,946. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. May 28, 1915. Pasbach-Voice Litho. Co., New York, N. Y.

DOODLES:—30,947. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. May 28, 1915. Pasbach-Voice Litho. Co., New York, N. Y.

5-L:—30,948. For cigars, cigarettes and tobacco. May 28, 1915. F. M. Howell & Co., Elmira, N. Y.

CROPY:—30,949. For cigars, cigarettes, cheroots and tobacco. May 29, 1915. Jno. H. Swisher & Son, Newark, O.

THE CURSE OF THE GLOOMS:—30,950. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. May 29, 1915. H. Rippen, Perth Amboy, N. J.

THE GLOOM CHASER:—30,951. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. May 29, 1915. H. Rippen, Perth Amboy, N. J.

HIGH STYLE:—30,952. For cigars and stogies. June 1, 1915. H. M. Lakoff, Philadelphia, Pa.

LA RANEE:—30,953. For cigars, cigarettes, cheroots and stogies. June 2, 1915. Pasbach-Voice Litho. Co., New York, N. Y.

YES:—30,954. (Re-registration.) For cigars. June 3, 1915. S. R. Moss Cigar Co., Lancaster, Pa.

JOURNAL CITY:—30,955. For cigars. June 3, 1915. Barnet Karp, Brooklyn, N. Y.

THE GREEK TRANSATLANTIC S. S. KING CONSTANTINE:—30,956. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. June 4, 1915. P. Bairanz & Co., Brooklyn, N. Y.

FLOR DE ELADIO:—30,957. For cigars. June 4, 1915. Eladio Teijeiro, New York, N. Y.

CHERRY 9:—30,958. For cigars. June 8, 1915. Joseph Brothers, Detroit, Mich.

NICE DAY:—30,959. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. June 8, 1915. Pasbach-Voice Litho. Co., New York, N. Y.

SHERIDAN HIGHWAY:—30,960. For cigars. June 8, 1915. Schmidt & Co., New York, N. Y.

BOSTON STANDARD:—30,961. For cigarettes. June 9, 1915. George Polychronis, Boston, Mass.

TOM Q.:—30,962. For cigars, cigarettes and tobacco. June 9, 1915. Wm. Glaccum & Sons, Inc., New York, N. Y.

TOM Q JUNIOR:—30,963. For cigars, cigarettes and tobacco. June 9, 1915. Wm. Glaccum & Sons, Inc., New York, N. Y.

STRIKE ONE:—30,964. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. June 9, 1915. National Litho. Co., New York, N. Y.

A GERMAN FLAG:—30,965. For cigars, cigarettes and tobacco. June 11, 1915. P. Bairanz & Co., Brooklyn, N. Y.

CANCELLATIONS

PATRIOT'S R-W-B SMOKE:—30,941. For cigars. Registered May 25, 1915, by H. S. Meiskey's Sons, Lititz, Pa. Cancelled June 7, 1915.

CORRECTIONS

CLIFTON CLUB:—30,922. Published in the June 1st issue as having been registered for cigars, by J. Friedlander, Cleveland, O. Should have read, cigars, cigarettes, cheroots, stogies and chewing and smoking tobacco.

LA YENADA:—30,933. Published in the June 1st issue as having been registered for cigars, by The National Litho. Co., New York, N. Y. Should have read, cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco.

Leaf Tobacco Statistics

Washington, June 15, 1915.

Director Sam L. Rogers, of the Bureau of the Census, Department of Commerce, is about to issue a report on the stocks of leaf tobacco held by manufacturers and dealers on April 1, 1915. This report, which was prepared under the supervision of Mr. William M. Steuart, chief statistician for manufactures, will present in greater detail the statistics published in card form on May 5th.

The aggregate amount of leaf tobacco reported as in the hands of manufacturers and dealers and in United States bonded warehouses and bonded manufacturing warehouses on April 1, 1915, was 1,481,000,000 pounds. This amount is exclusive of stocks held by manufacturers whose output during the preceding calendar year was less than 50,000 pounds of tobacco, 250,000 cigars, or 1,000,000 cigarettes; and by dealers who on an average had less than 50,000 pounds of tobacco in stock at the ends of the four quarters of the preceding year. The total just given is more than 100,000,000 pounds greater than the corresponding one for April 1, 1914, and is about 122,000,000 pounds greater than the April 1, 1913, figure.

Chewing, smoking, snuff and export types formed 69.2 per cent. of the total leaf tobacco held; cigar types, 26.1 per cent.; and imported types, 4.7 per cent. The leading individual type was Burley, of which there was reported 343,700,000 pounds, or 23.2 per cent. of the total. Tobacco from the "Bright yellow district of Virginia, North Carolina and South Carolina" contributed 335,700,000 pounds, or 22.7 per cent., and tobacco classed as "Dark fired as grown in Clarksville, Hopkinsville and Paducah districts" amounted to 158,700,000 pounds, or 10.7 per cent.

Of the cigar types, "Pennsylvania," with 127,200,000 pounds, or 8.6 per cent. of the total for all types, was first; "Ohio" was next, with 91,000,000 pounds, or 6.1 per cent.; and "Wisconsin" third, with 88,700,000 pounds, or 6 per cent.

Of the total, 570,000,000 pounds was returned as "actual weight" and 911,000,000 as "marked weight"; that is, the weight marked on the container when the tobacco was packed, and for which an allowance for shrinkage must be made.

One hundred and fifty-nine million pounds, or 10.8 per cent. of the total, was stemmed and 1,322,000,000 pounds, or 89.2 per cent., was unstemmed.

The Census Bureau in preparing its regular semi-annual tobacco reports has had the active co-operation and assistance of the Bureau of Internal Revenue and of the manufacturers and dealers. It is the intention of the Bureau to issue an annual report after the publication of the October statistics, associating therewith the data as to production, consumption, imports, exports, condition, etc., published by the Bureau of Crop Estimates of the Department of Agriculture, the Bureau of Internal Revenue of the Treasury Department and the Bureau of Foreign and Domestic Commerce of the Department of Commerce.

BUSINESS OPPORTUNITIES

For Sale, Wanted and Special Notices

RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

Special Notices.

DEALERS—Sell "MOLOTOK" Russian cigarettes. Something different. High class, but not high priced. Cost $15 per thousand—sell 20 Cents for box of 10. Exclusive territory given. Russian Import Company, 858 Harrison Building, Philadelphia, Pa.

MONROE ADLER,
CIGAR BROKER,
186 N. La Salle St., Chicago, Ill. 6-17-he

LANCASTER STOGIE COMPANY,
MANUFACTURERS OF HIGH GRADE STOGIES,
120 Water St., Lancaster, Pa.

HIGHEST GRADE OF WHEELING STOGIES—That will please the most exacting smoker, are made by C. A. Kase, Seventh and Main Streets, Wheeling, W. Va.; Factory 23; Established 1895.

Wanted.

FACTORIES MAKING GOOD CIGARS, at from $18 to $20, will do well to communicate with Broker, care of "The Tobacco World".

CIRCULARS, Samples and all kinds of advertising matter faithfully and honestly distributed everywhere in Oklahoma and Texas. Highest references furnished. Fred Oschman, Wilter, Oklahoma.

CASH PAID FOR CUTTINGS, SCRAPS & siftings.
Write to H. Adler & M. Meyerson, 332 E. 48th, New York

IMPORTANT NOTICE TO CIGARETTE MANUFACTURERS—We manufacture cigarettes for the trade; we also supply tobacco boxes and labels 25 per cent. cheaper than elsewhere. Brands registered. Write for particulars. Live distributors wanted. The Soter Company, 235 Canal Street, New York City.

WE WILL BUY for cash or will sell on consignment for cash or on commission, job lots of cigars. Goods must be in good condition at attractive prices. Bank and trade references furnished on demand. D. H. Salinger & Co., 56 E. Randolph Street, Chicago, Ill. 4154

Help Wanted.

WANTED—Superintendent thoroughly experienced in suction work, who has held or is now holding similar position. State experience and languages spoken. All correspondence strictly confidential. Box 75, care of "The Tobacco World".

SALESMAN WANTED for new territory, to place a five-cent cigar. State experience and forward references. Also state territory familiar with. Address, Box 81, care of "The Tobacco World".

DEALERS AND JOBBERS WANTED to handle the wonderful "NOBLY" cigarettes. Apply to A. Silberberg, manufacturer, 42 First Avenue, New York City.

EXPERIENCED DECORATOR will arrange for displays in cigar store windows in Philadelphia. Box 888, "Tobacco World."

For Sale.

FOR SALE—A good opportunity for a cigarmaker. Store and factory for One Thousand Dollars ($1,000). Can make $7 a day and up. Center of Los Angeles. Reason for selling, illness. Art Kell, 343 Buena Vista Street, Los Angeles, Calif.

FOR SALE—Cigar factory in Detroit, employing fifteen cigarmakers, selling only ten-cent cigars to best class of trade. Good reason for selling. Address, Robt. C. Berger Company, 11 Jefferson Avenue, Detroit, Mich.

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 E. 78th St., New York. 9-1-tf

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

FOR SALE—Two Universal stripping and booking machines at a bargain. Address, B. Payn's Sons' Tobacco Company, Albany, N. Y.

SEED LEAF and Spanish binders for sale. Ezra Shank, R. F. D. No. 6, Dayton, O.

The Advertising Men's Convention

"Six hundred million dollars was spent for advertising in the United States in 1914!" This is the estimate of William Woodward, president of the Associated Advertising Clubs of the World, made in an address before the Chicago Association of Commerce. The story of this expenditure and the results achieved will be discussed at the Chicago convention of the Associated Clubs June 20th to 25th.

What this discussion means to the advertising fraternity is evident from advance reports concerning the movement on Chicago by the armies of advertising men which have been, and are being, organized in all parts of the country. A veritable invasion is at hand, an invasion which purposes to spike the guns of objectionable advertising.

T. W. LeQuatte, president of the Associated Advertising Clubs of Iowa, startled the brisk hotel clerks of Chicago when he made reservations at the Sherman for a regiment of 1000. Close upon this followed reservations for 200 members of the Pilgrim Publicity Association of Boston at the Congress Hotel, and the same number for the Advertising Men's League of New York. The Poor Richard Club of Philadelphia engaged an entire floor at the LaSalle, where the Indianapolis club has reserved fifty rooms. The National Association of Advertising Specialty Manufacturers has made reservations at the Hotel Sherman for fifty members. From Fort Worth will come a special train bearing the Texas clubs. The Pilgrims expect to have a special train, while many clubs are planning on one or more cars.

But the invasion will not be by land alone, for the Grand Rapids Advertisers' Club has chartered the steamer "City of Grand Rapids," at a cost of $10,000, for the convention. It will take to Chicago a record convention crowd from the Michigan city, the members of this delegation living on the boat while there.

There was jubilation among the leaders of advertising when Mayor Thompson signed a proclamation making June 20th to 26th "Advertising Week" in Chicago. He called on merchants and citizens, not only to welcome delegates to the convention, but also to display during the week advertised, trade-marked merchandise and to decorate their places of business.

Arrangements have been made with the Essanay Film Corporation to chronicle the convention from the first day, and on the last evening of the gathering the delegates will have the opportunity to watch themselves re-enact the events of the big convention.

MR. CIGAR MANUFACTURER

Rapidly growing town of more than 3,000 within thirty miles of Philadelphia, good shipping facilities, over one thousand cigar makers to draw on, liberal inducements to locate. Two fine modern factory buildings ready for you. Address,

SECRETARY, BOARD OF TRADE, PERKASIE, PA.

NEWMANN & GACH - Fancy Connecticut Wrappers and Havana our Specialty - **Chicago**

D. G. Quebec Cigar Company Enter Jobbing Ranks

David G. Quebec, a well-known cigar salesman of Rutland, Vt., having associated with him W. J. Quebec, of Boston, and E. E. Quebec, of St. Albans, has entered the jobbing ranks with headquarters at 37 Strong Avenue, Rutland, Vt. The company will be known as the D. G. Quebec Cigar Company. Cigars, cigarettes, tobaccos and a general line of smokers' articles will be carried. The "Densmore" and the "El Verso" will be the company's leading 10-cent products, while "San Felice" and "Charter" will be included in the 5-cent goods. Cuesta, Rey & Company's "Ponce de Leon" clear Havana cigar will be carried also. E. E. Quebec has been placed in charge of the territory covering northern New York, the eastern portion of Vermont and New Hampshire. W. J. Quebec will take care of inside work, while David G. Quebec will also travel in addition to directing the management of the office.

Following eighteen years' connection with W. H. Raab & Sons, Dallastown, Pa., Mr. and Mrs. Horace Shue, cigarmakers, recently resigned from that company and have identified themselves with the factory of A. F. Fix & Company. Mr. and Mrs. Shue occupied the same table during the long period of service with the Raab Company.

PIPER Heidsieck

CHEWING TOBACCO

Champagne Flavor

Every leaf of ripe, golden brown tobacco used in "PIPER" is carefully selected from Nature's choicest crops, clean, sweet and mellow. Our workmen are experts at blending the richness through the plug. "PIPER" is made as carefully as a pure food—it is wholesome, healthful, satisfying tobacco.

The world-famous "Champagne Flavor" of "PIPER" has added a rich, wine-like tang to the tobacco which is supremely delicious. This wonderful flavor of "PIPER" is found in no other tobacco.

Sold by dealers everywhere in 5-cent cuts and up—also in the new Foil-Wrapped 5-cent Pocket Plug and in handy 10-cent Tin Boxes

The American Tobacco Company

JOHN F. HEILAND & CO.
Lancaster County Fancy B's
LANCASTER, PENNA.

J. K. LEAMAN
Packer of and Dealer in **Leaf Tobacco**
Office and Salesroom
110-112 W. Walnut St., LANCASTER, PA.
Warehouse: Bird-In-Hand, Lancaster Co., Pa.

John F. Nissly & Co.
Packers and Dealers in
LEAF TOBACCO
And Importers of HAVANA
No. 143 Market Street, Lancaster, Pa.

Established 1890 Correspondence Solicited
KEYSTONE VARIETY WORKS
HANOVER, PENNA.
Cigar Ribbons, Silk Imitation and Muslinola Ribbon
Printed or Stamped in Gold or Silver
Labels. Stock Cards. Give Us a Trial. We Want Your Opinion

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

For Genuine Sawed CIGAR BOXES, Go to Established 1890
Keystone Cigar Box Co., Sellersville, Pa.
Our Capacity for Manufacturing Cigar Boxes is Always Room for One More Good Customer
MONROE D. SELLERS, SELLERSVILLE, PA.

The Standards of America:

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

F. ROCHA & CO. Cable: "DONALLES"

Havana Leaf Tobacco

Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba

SAN MIGUEL 100 HABANA, CUBA

M. A. SUAREZ & CO.
(S. en C.)

Growers, Packers and Dealers in **Leaf Tobacco**

Figuras 39-41, Cable "CUETARA" Havana, Cuba

LOEB-NUÑEZ TOBACCO CO.

IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO

306 NO. THIRD STREET, PHILADELPHIA

K. STRAUS & CO.

Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

HIPPLE BROS. & CO.

Importers of Havana and Sumatra and
Packers of Seed Leaf Tobacco
Finest Retail Department in Pennsylvania

151 North 3d St., Philadelphia

For Quick Results
try The World's "Want Page"

A. Cohn & Company

Importers of Havana and Sumatra, Packers of Seed Leaf Tobacco and Growers of Georgia Sumatra

142 Water Street, . . . New York

Established 1870 Factory No. 79

S. R. KOCHER

Manufacturer of Fine Havana and Domestic Cigars and packer of Leaf Tobacco

Leading brands—"Volita," "Quaker," Nabobs," "1-4-5," "Havana Cream," "Imperial Beauty," "Little Yara"

Correspondence with wholesale and jobbing trade invited
Factory and Offices: WRIGHTSVILLE, PA.

MANUEL MUNIZ HILARIO MUNIZ
VENANCIO DIAZ, Special Partner

MUNIZ HERMANOS
S en C
Growers and Dealers of
VUELTA ABAJO, PARTIDO
AND REMEDIOS TOBACCO
Reina 20, Havana

CABLE: "Angel" Havana P. O. Box 98

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

E. A. KRAUSSMAN Importer of
HAVANA TOBACCO
168 Water Street . . . . . New York

SCHELTEMA & QUANJER
Importers of Sumatra and Java Tobacco
180 WATER ST., NEW YORK, N. Y.

JULIUS MARQUSEE, 141 Water Street, New York
Packer and Dealer in All Grades of Seed Leaf Tobacco
TELEPHONE 3956 JOHN

Results THE TEST OF A GOOD TRADE PAPER
THE TOBACCO WORLD GETS RESULTS

CARDENAS y CIA Cable Address, "Nasdecar"

Almacen de Tabaco en Rama

SPECIALTY—VUELTA ABAJO AND ARTEMISA

124 AMISTAD ST. HABANA, CUBA

HEINRICH NEUBERGER

Leaf Tobacco Merchant

HAVANA, CUBA—Consulado 115

NEW YORK, No. 130 Water Street BREMEN, GERMANY

CigarRibbons Largest assortment of Plain and Fancy Ribbons
Write for Sample Card and Price List to Department W

WM. WICKE RIBBON COMPANY

Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain

WOODHAVEN AVENUE, GLENDALE, NEW YORK

GEO. SCHLEGEL
22nd St. and Second Ave.,
NEW YORK

MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
AND TRIMMINGS.

CHICAGO, 105 WEST MONROE STREET,
LOUIS G. CAVA, Mgr.

SOBRINOS de A. GONZÁLEZ
Founded 1868

LEAF TOBACCO MERCHANTS

Packers of VUELTA ABAJO, SEMI VUELTA,
PARTIDO, and all varieties of Tobacco grown
——————in the Santa Clara Province——————

Cable Address "ANTERO"

WAREHOUSES and OFFICES
INDUSTRIA, 152, 154, 156, 158, HAVANA, CUBA

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

ERNEST ELLINGER & CO. Packers and Importers
OF HAVANA TOBACCO
Havana Warehouse, Salud 15. New York Office, 133-137 Front St.

Joseph Mendelsohn Louis A. Borneman
MENDELSOHN, BORNEMAN & CO.
HAVANA TOBACCO IMPORTERS
HABANA, AMISTAD 95 196 WATER STREET, NEW YORK

Manuel Alvarez & Co.
Importers and Packers of Havana Leaf
And Packers of Puerto Rican Tobacco
Havana Office: SAN MIGUEL 136 Puerto Rico Warehouse: CAYEY New York Office: 178 WATER STREET

E. L. NISSLY & SONS
GROWERS AND PACKERS OF
CHOICE CIGAR LEAF TOBACCO
Packing Houses: Lancaster, Florin. Main Office: Florin, Pa.

Critical Buyers always find it a pleasure to look over our samples
Samples cheerfully submitted upon request.

MILTON H. RANCK
Packer and Dealer in
Domestic Leaf Tobacco
Office: Cor. Duke and Chestnut Streets
LANCASTER, PENNA.
Packing Houses: Strasburg and Lancaster

Michaelsen & Prasse
Commission Merchants
Leaf Tobacco & Cigars
18 Obrapia Street, Havana, Cuba
Address: Cable "UNICUM" P. O. Box 28

MAXIMILIAN STERN
Havana Tobacco
Clavel No. 1, Havana, Cuba 165 Front Street, New York

ESTABLISHED 1877 NEW FACTORY 1904
H. W. HEFFENER & SON
Steam Cigar Box Manufacturers
AND MAKERS OF
Patented Wire Bound Shipping Cases
HOWARD & BOUNDARY AVE. YORK, PA.

HEYWOOD, STRASSER & VOIGT LITHO. CO.

26TH STREET & 9TH AVENUE, NEW YORK

MANUFACTURERS OF

CIGAR BOX LABELS
BANDS AND TRIMMINGS

WESTERN OFFICE,
167 W. WASHINGTON ST. CHICAGO, ILL.

PHILADELPHIA OFFICE,
420 DREXEL BUILDING.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Established 1834
WM. F. COMLY & SON Auctioneers and Commission Merchants
27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

NEW ORLEANS — SAN FRANCISCO
CIGAR LABELS
American Lithographic Co.
NEW YORK.
CHICAGO. — CINCINNATI.

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

Havana Warehouse Monte 167 — Telephone John 1942
M. LOPEZ & CO.
Formerly of
CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJO TOBACCOS
90 Wall St., New York

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37TH ST. BROOKLYN, N.Y.
CIGAR LABELS & BANDS
BRANCH OFFICE
170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR LABELS OF HIGHEST QUALITY
CIGAR BANDS
SHOW CARDS
FOLDING BOXES, ETC.
WM. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST
EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY

These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in The Tobacco World. No bogus advertising admitted.

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OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
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THE HALL MARK OF QUALITY

Cuesta-Rey cigars are real Havana, made-in-bond, Government guaranteed, X-Ray sterilized and manufactured under the most improved sanitary conditions.

These are a few of the reasons why the seal of "The Truly Spanish House" is a Hall Mark of Quality.

Connoisseurs the world over demand cigars sold under this Hall Mark.

These fragrant and satisfying cigars have stood the test of a standard quality. During a period of thirty years their sales have steadily increased. Established trade has been retained and much new trade won.

In stocking clear Havana cigars you will choose wisely if you insist on the brand that bears this Hall Mark of Quality, the seal of ...

"THE TRULY SPANISH HOUSE"

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CIGARETTES
MADE IN AMERICA OF THE
"HIGHEST GRADE TURKISH TOBACCOS"
- NO OTHER INGREDIENTS -
CADO CO. INC. NEW YORK, N.Y.

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Havana Cigars

For Men of Means

Renowned for Uniformity

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Bolds were going to Maine, Massachusetts, New York, New Jersey, Pennsylvania, Ohio, Virginia, Indiana, Illinois, Wisconsin, Missouri, Arkansas, Colorado and California.

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JULY 1st
1915

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Trade Letters of Vital Interest from All Sections

Latest Reports from the Cuban Market

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ESTABLISHED 1881

Vol. XXXV No. 13

PUBLICATION OFFICES: 236 Chestnut Street, Philadelphia

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F. C. LOZANO — J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

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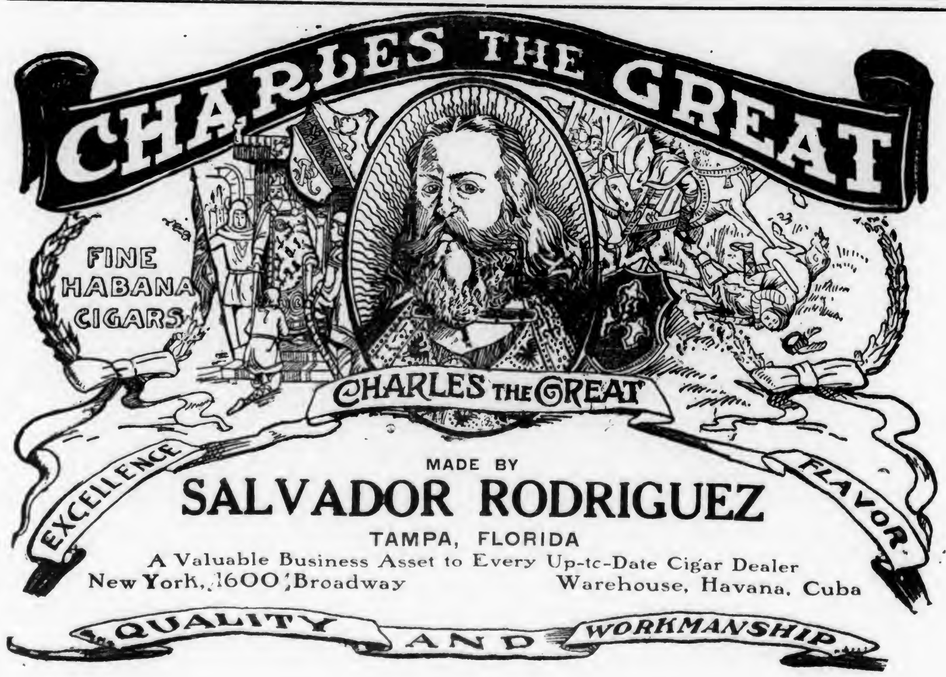

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JOHN B. THATCHER, Manager

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SINTOMA

10c CIGAR

Blunt and Club, in the popular 10-top 1/20-packing. Same real Portuondo quality at the right price. . . . . .

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Clear Havana Cigars

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CLEAR HAVANA CIGARS

BALBIN BROS

TAMPA, FLA.

Our factory is bonded and under United States Government inspection

If perchance you do not know about "ELISARDOS"—write us, we can interest you.

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TAMPA, FLORIDA

The Original and Genuine

Central Union

Smoking Tobacco in a New Cut

Packed in a Pocket-proof Package

1½ ounces—5 cents

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RICHMOND, VA.

For Gentlemen of Good Taste

San Felice

CIGARS

The Deisel-Wemmer Company

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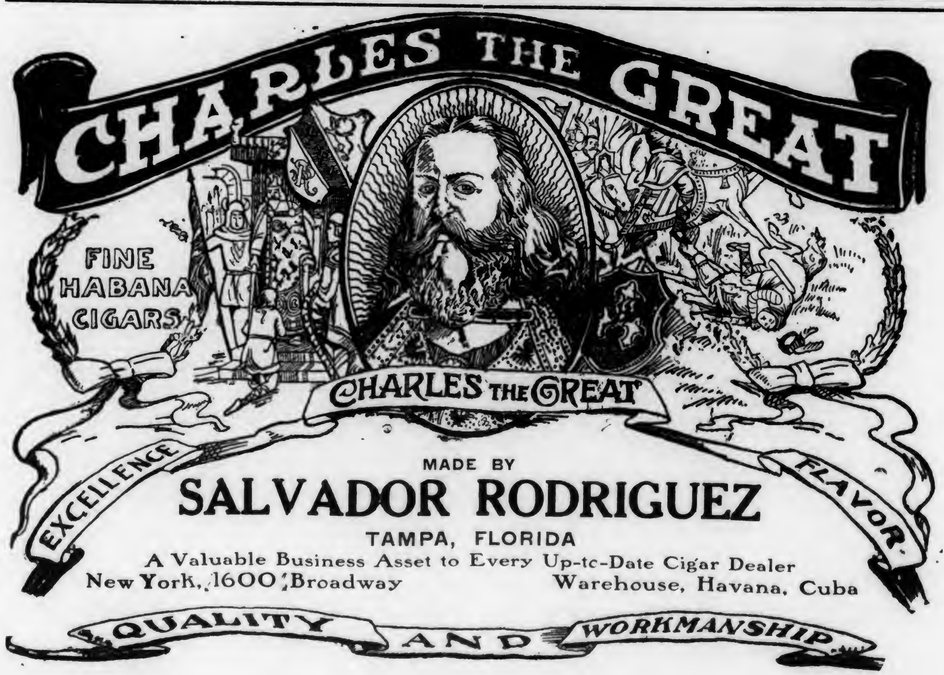

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Our factory is bonded and under United States Government inspection

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TAMPA, FLORIDA

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Packed in a Pocket-proof Package

1½ ounces—5 cents

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RICHMOND, VA.

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CIGARS

The Deisel-Wemmer Company
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For Pipe or Cigarette

The Best Tobacco Value

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MELBA

THE HIGH NOTE OF QUALITY

THE cigar that is giving dealers big business everywhere.

In quality of tobacco and workmanship FLOR DE MELBAS are equal to the finest imported cigars.

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All sizes — 3 for a quarter to 25c. straight

Place them in stock at once and watch them repeat. If your jobber cannot supply you write to us.

I. LEWIS CIGAR MFG. CO.

NEWARK, N. J.

The Largest Independent Cigar Factory in the world.

MELBA BANDS ARE REDEEMED AS TWO PROFIT SHARING VOUCHERS

"Accomplishments result not from effort merely, but from *properly* directed effort."

44

CIGARS

are the result of

PROPERLY DIRECTED EFFORT

Quality First

"44" Cigar Co., Inc.

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E. H. GATO CIGAR COMPANY

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all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

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FIVE CENT CIGAR

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DIAMOND JOE

CIGAR FACTORY

ESTABLISHED 1860

BEST THAT SKILL, ENERGY AND MONEY CAN PRODUCE

H. FENDRICH, Maker, EVANSVILLE, IND.

5c CIGAR

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Factory No 1

Tampa. Fla.

A New Brand from Old Number 1.

Samples now ready for

"IGNACIA HAYA" Brand

These goods are the last word in fine cigars made from the choicest "Vuelta Abajo" tobacco, under U. S. Government bond inspection. 8 sizes only—Cigars to retail for 2 for 25c. to 25c. each.

Package and goods show quality and class in every detail.

'La Flor de Sanchez y Haya" have always been leaders in their field. Better than ever.

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HONESTLY ADVERTISED NOT MISLEADING

LA SARAMITA

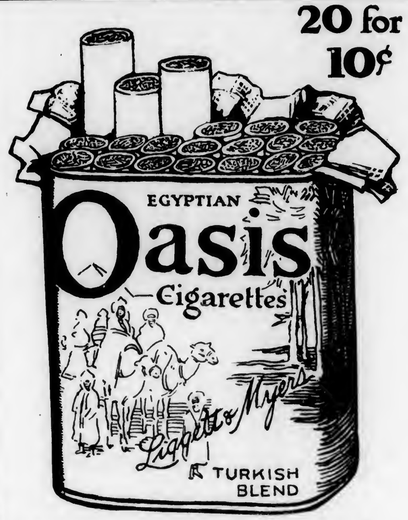
Broadleaf
Wrapped
Havana
Cigars

Real Havana
Tobacco
Skillfully Blended

Pre-eminent
by Comparison

THE SHIELDS-WERTHEIM COMPANY, Cleveland

20 for 10¢



Always a Steady Demand for Oasis Cigarettes

The new Turkish blend that taught Egyptian cigarette smokers what they *ought* to get for a nickel.

Our vast leaf resources, our long manufacturing experiences and the services of our most trusted experts were employed to produce Oasis.

The Egyptian cigarette smoker *knows what he wants*—the best Egyptian cigarette his nickel or dime can buy.

—and he gets it in Oasis.

Result is, he comes back for more.

Always keep a good stock.

Oasis
CIGARETTES

Two packings—20 for 10c.—and 10 for 5c. Both good sellers—and mighty attractive looking packages for your displays.

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NEW YORK CITY

10 for 5¢

Over 1000 Dealers in New York During 1914 Stocked

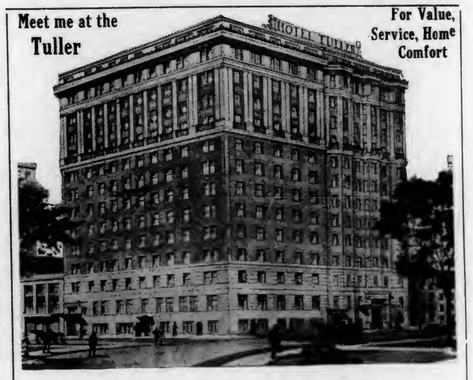
MI FAVORITA
CLEAR HAVANA CIGARS

The flower of perfect tobacco manufactured in bond has maintained "Mi Favorita" Clear Havana Cigars at the forefront of all brands. Quantity shipments from factory.

MI FAVORITA CIGAR CO., Inc.
Key West, Fla. 529 West 42nd Street, New York
"The Park & Tilford Standard"

Meet me at the Tuller

For Value, Service, Home Comfort



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ABSOLUTELY FIREPROOF

200	Rooms,	Private	Bath,	$1.50	Single,	$2.50	Up Double
200	"	"	"	2.00	"	3.00	" "
100	"	"	"	2.50	"	4.00	" "
100	"	"	"	3.00 to 5.00	"	4.50	" "

Total 600 Outside Rooms
ALL ABSOLUTELY QUIET

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New Unique Cafes and Cabaret Exellente

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There is something about ripe, mellow "Bull" Durham Tobacco that appeals to clean-cut manhood the world over.

Wherever in the world two "Bull" Durham smokers meet—in a hotel lobby or club in Europe or America; at cross-trails in the Klondike; in some far-off seaport on the Pacific—each recognizes in the other a *man* to his own liking, a *comrade* in the world-wide brotherhood of "the Makings." A sack of "Bull" is a letter of introduction that will win friends in every part of the globe.

GENUINE

"BULL" DURHAM

SMOKING TOBACCO

(Enough for forty hand-made cigarettes in each 5-cent sack)

Millions of experienced smokers find the cigarettes they roll for themselves from pure, ripe "Bull" Durham tobacco *better suited to their taste* and more satisfactory than any they buy ready-made. The rich, fresh fragrance and smooth, mellow flavor of "Bull" Durham hand-made cigarettes afford healthful enjoyment and lasting satisfaction. Get "the Makings" today and learn to "roll your own."

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FREE An illustrated booklet showing how to "Roll Your Own," and a book of cigarette papers, will both be mailed, *free*, to any address in U. S. on postal request. Address "Bull" Durham, Durham, N. C.

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CLEAR HAVANA CIGAR
5¢
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ESTABLISHED 1867

Y. Pendas & Alvarez

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CIGARS
Our Motto: "QUALITY"

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10¢ AND UP

Roig's and Girard Cigars are made RIGHT in Philadelphia, and smoked with pleasure everywhere

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MADE RIGHT IN PHILADELPHIA

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236 Chestnut Street Philadelphia

Made at our Newark, N. J., Factories

ROCKY FORD

HAND MADE - NICKEL CIGAR

We also manufacture at our several Pittsburgh factories, a very attractive and extensive line of cigars and stogies to retail at 2 for 5 cents, and 3 for 5 cents. Our leaders

"FAMOUS" and "FLAG HEADS"

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General Offices. PITTSBURGH, PA.

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Makers of

The New Bachelor Cigar

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Chewing Snuff

We guarantee Copenhagen Snuff is now and always has been absolutely pure.

It is made of the best, old, rich leaf tobacco. The Snuff Process retains the good of the tobacco and expels the bitter and acid of natural leaf tobacco, making Copenhagen the **World's Best Tobacco for Both Chewing and Snuffing.**

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GENERAL OFFICE	FACTORY	WAREHOUSE
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"MILD HAVANA BLEND"

They Lead the Leaders

26 SIZES

Acker, Merrall & Condit Company

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HAVANA CIGARS

ROMEO Y JULIETA

The Leader in all the World's Markets

U. S. Representative: Wm. T. Taylor, 93 Broad St., N.Y. City.

A Favorite with the BEST Cigar Stores Restaurants Hotels and Clubs

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Why Is It Necessary To Advertise the Imported Sumatra?

The REASON:

American Sumatra Tobacco

Grown by

AMERICAN SUMATRA TOBACCO CO.,

142 Water Street, New York

There is Real Quality in a *Genuine* Manila Cigar

MAGALLANES and other FLOR DE INTAL brands sell because of their QUALITY

These Flor de Intal brands are manufactured from the choicest tobacco grown in the famous Cagayan valley. They are made by the Spanish method.

Flor de Intal — Flor de Laninab — Flor de Caritan
Flor de Minanga — Flor de Asinga — Magallanes
Puntacima — La Union — La Honradez — El Tamarindo

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UNITED STATES REPRESENTATIVE of La Flor de Intal Cigar Factory, Kuenzle & Streiff, Inc. (Owners)

Other Connections Wanted

SALESMEN WHO HAVE SOLD MILLIONS OF CIGARS THIS YEAR SEEK NEW CONNECTIONS AT ONCE.

THEIR EFFICIENCY HAS SOLD THOUSANDS OF CONSUMERS. SCORES OF CIGAR AND TOBACCO MANUFACTURERS WILL RECOMMEND THEM AND TESTIFY TO THEIR RESULTS.

OUR PAPER ENAMELOID SIGNS COMPEL attention where others fail. As a sure means of reaching the consumer they lead the field.

For Samples, prices and full information, write

ECLIPSE SIGN & ADVERTISING CO.

READING, PENNA.

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TO OUR NEW BUILDING

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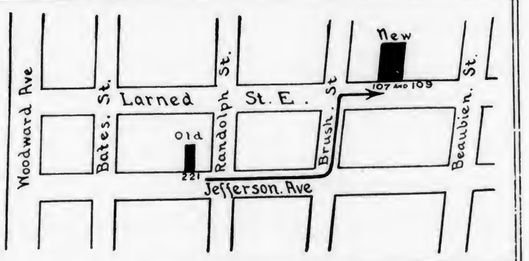
ESTABLISHED IN 1863

Louis Peters & Co.

Packers of Leaf Tobacco

DETROIT, MICHIGAN



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THE TOBACCO WORLD

Vol. XXXV. PHILADELPHIA AND NEW YORK, JULY 1, 1915. No. 13.

LOUIS PETERS & COMPANY, DETROIT LEAF DEALERS, MOVE TO NEW HOME

Three-Story Building Erected Especially for Them—Domestic Tobacco Packed in Connecticut and Miami Valley—In Business More Than Half a Century

Detroit, Mich., June 26, 1915.

LOUIS PETERS & COMPANY, packers of leaf tobacco, have moved from Jefferson Avenue to their own building at 107 West Larned Street, which was erected especially for them and designed to suit the needs of their business. The new structure is three stories high and has a full basement. The offices and shipping departments will be on the first floor; the sample rooms on the second and the storage rooms on the third. Mr. Louis Peters, founder of the business, who is still as active as he was years ago despite his advanced age, became associated with Kremer Brothers in the manufacture of cigars and dealing in leaf tobacco in 1863, locating on Gratiot Avenue, near Randolph Street, but in 1869 more capital was added to the business by Mr. Peters and the leaf tobacco department increased. This required larger quarters, so the concern moved to 235 East Jefferson Avenue.

In 1880 Mr. Peters took over the leaf tobacco branch of the business and moved to 219-221 Jefferson Avenue, conducting the business under his own name until 1899, when a corporation was formed with his employees, and the name changed to Louis Peters & Company. The following members formed the corporation: Louis Peters, president; Louis Arthur Peters (his son), vice-president and treasurer, now twenty-eight years with the firm; Albert W. Davis, secretary, now thirty-one years with the firm; E. Roland Boye, assistant treasurer, twenty-five years with the firm; Charles H. Vogel, salesman, twenty-one years with the firm; J. Wesley Morris, manager of the Covington, O., packing branch, twenty-one years with the firm; J. McHugh, manager of the Connecticut branch, eighteen years with the firm; Walter G. Meyer, salesman, seventeen years with the firm. During the time Mr. Louis Peters has been in the tobacco business he has packed tobacco in every state that cigar leaf tobacco is grown and also in the tobacco districts of Havana, Cuba.

The company is now packing domestic tobacco in Connecticut Valley and Miami Valley, exclusively, occupying about 75,000 square feet of floor space in packing and storage houses.

After occupying the buildings at 219-221 East Jefferson Avenue for thirty-five years, the company found larger quarters were necessary. The new building on East Larned Street is fireproof, being of reinforced concrete and steel. It is only two blocks away from the old location on Jefferson Avenue. In size the new structure is 53 by 120 feet, the basement being 10 feet high and extending under the sidewalk, where prism glass has been inserted to give the best of daylight. The basement will be used for storage of samples and Havana tobacco out of bond. The floor of the shipping department has been elevated to the height of a truck, so that loading and unloading is made easy. The second floor has sample rooms both in front and rear and the ribbed wire glass used in steel frames giving a perfect light. The third floor is for storage only. Starting

(Continued on Page 22)

N. Y., N. H. & H. R. R. IS TAKING AN INTEREST IN TOBACCO GROWING

Sends Out Circular Boosting Cultivation of Weed in "Nutmeg" State—Results Present Object Lesson in Value of Scientific Agriculture

Hartford, Conn., June 28, 1915.

THE value of Connecticut shade-grown tobacco is being emphasized by the New York, New Haven & Hartford Railroad, which has recently sent out a circular calling attention to the success of tobacco raising under cloth by the utilization of scientific methods. The circular states that it is estimated that the increase in the production in Connecticut this year will be at least twenty-five per cent.

It is not generally known, perhaps, that Connecticut leads all the tobacco-growing states in the average value of tobacco raised per acre. The last government computed average was $277 an acre. The territory for growing tobacco in the Nutmeg State, however, is limited to the Connecticut Valley, lying about five miles on both sides of the Connecticut River, just south of Hartford to the Massachusetts line. In 1908 this territory had a tobacco yield of 28,110,400 pounds, and the crop was valued at $4,416,000. Last year the yield was 35,754,000 pounds, valued at $6,614,490. In six years the crop has increased by about sixty-six per cent. and the value by about forty-four per cent. The shade-grown tobacco represents only one-tenth of the entire acreage.

In the neighborhood of Hartford there will shortly be erected, according to the New Haven's bulletin, the "biggest tent in the world." It will be nine feet high and will cover 120 acres. The top will be made of cheesecloth, which costs $150 for each acre covered. The initial cost of one of these tents, including the cost of wire and poles, is about $250 an acre. It is estimated by the New Haven's experts that this year about 10,000,000 yards of cheesecloth will be used to cover tobacco in the Connecticut Valley.

"Growing tobacco under shade is not entirely new," says the railroad company's bulletin. "It was introduced in Connecticut in 1901. The size of the 120-acre tent emphasizes, however, the scale on which the latest scientific methods are being attempted. The results present an object lesson of the value of scientific agricultural methods when applied to New England soil.

"From the plantations of one company in Hartford County there was produced last year 700,000 pounds of tobacco, some of which brought as high as $2.50 a pound. All of this tobacco was grown in the shade. That is, this company's fields, comprising 600 acres, were wholly covered by coarse cheesecloth. In a recent year, on one of the plantations, it got an average yield of 1600 pounds to the acre, which at the high price it brought, netted $600 an acre.

"In the most modern type of tobacco producing plants experiments in hybridizing and seed selection are going on all the time, with the object of improving the size, quality and shape of the leaf grown. Tobacco leaf is sold by the pound, and the finer the leaf the more leaves there will be to the pound, which means that more cigars can be wrapped. The shape and color of the leaves also count for much, and to get the best shape, color and the finest leaf is the three-

(Continued on Page 22)

IRREGULAR PAGINATION

Detroit

Cigar Manufacturers Have First Summer Outing—May Shows Four Million Gain Over Same Month Last Year—Cigar Jobbers Caught in "Edelweiss" Failure

Detroit, Mich., June 26, 1915.

THE Detroit Cigar Manufacturers' Club gave its first summer outing since it has been organized on Thursday afternoon, June 24th. The members of the club took a boat at 3.30 from the foot of Stegmeyer's Landing, and after cruising in Lake St. Clair and the Detroit River for three hours landed at Wolfs, a resort on the Canadian side, where a fish, frog and chicken dinner was served. About twenty-five participated in the outing, which included visiting leaf tobacco salesmen.

Bill Freligh, representative in Michigan for the Compeer Cigar Company, has opened a cigar store in the Henry Clay Apartment building. Mr. Freligh has placed the local distribution of "Judge Sellers" with Goldman & Sheer, a recently organized Detroit jobbing concern.

Fred Charles, of the Havana-American Cigar Company, was in town this month working a new shade-grown brand being put out by the Key West factory under the name of "La Instructra".

James McMahon spent a few days here in connection with a campaign on the "Harvester" cigar, distributed in Detroit by the Payette-Walsh Company.

Frank Lopez, of Garcia & Vega, was a recent visitor.

Art Gramm, formerly with Bert Johnson, is doing well in the jobbing business, having opened offices at 106 Buhl block. He is featuring the "Fascination" cigar.

Mr. Eichorn, of the Victor Jar Company, is back from a western trip and reports unusually good business. His firm makes glass jars for cigars. With the device which goes on Victor jars "every jar is a humidor".

The LaKurka Cigar Company, of Chicago, is to move to Benton Harbor, Mich., where a building 50 by 110 feet will be erected.

Detroit had a phenomenal business in May in its cigar industry. The internal revenue report for the month shows that 27,100,633 cigars were turned out in May as compared with 23,950,696 in the same month last year, a gain of nearly four million. From all indications the month of June will show even a greater increase.

Among the leaf salesmen here recently were: Max Hirschberg and Jesse Falk, of G. Falk & Brother; Fred Singer, of S. Rossin & Son; Howard Kinney, of H. Duys & Company; Harry Nathan, of E. Spingarn & Son, and M. E. Stern, of M. E. Stern & Company.

Frank Branagan and Del Kelley have purchased the cigar, cigarette and pipe stock of Joseph O'Hearne at 233 Huron Avenue, Port Huron, Mich. Both are well known young men. Mr. Kelley was for many years connected with Charles E. Mudford in the cigar business.

Mrs. J. L. Marcero, wife of J. L. Marcero, wholesale tobacconist, Pontiac and Detroit, is back at her home in Pontiac after an operation at Harpers Hospital, Detroit.

The capitalization of the Mazer Cigar Company, Detroit, was recently increased from $50,000 to $75,000. Ground has been broken for the new four-story building addition to the Mazer factory.

The Edelweiss Cafe, conducted by Otto H. Gunther and Robert W. Wagner, at Broadway and John R. Streets, Detroit, has failed. A half dozen cigar jobbers were "caught" in the failure. No one, however, was "stuck" for any great amount.

Pipes Do Not Improve With Age

An exchange, discussing old pipes, attributes the following to a pipe manufacturer: "There is no more ridiculous and, in many respects, harmful delusion than the idea that a pipe is always improving as it grows older," he remarked.

"You will, however, admit that this holds good up to a certain period of time?"

"Undoubtedly."

"Could you lay down any definite or precise period in which a pipe continues to improve?"

"No; each pipe must be judged on its individual merits and demerits. The plain facts of the case are simply these: When a pipe is first used it is raw—in a sense unseasoned, and often bitter to the taste. This applies to the best as well as the cheapest wood. When smoked it gradually mellows and acquires flavor. But these processes of improvement cannot in the nature of things go on forever. Any pipe will in the course of time become foul and unsuitable for smoking. Just as it has gained a flavor and mellowness, so it will lose these attributes. It will smoke hard, in cases absolutely burn and 'fizzle' and become entirely unreliable as a test of a tobacco's quality."

"Yet it is quite impossible to say when this process of deterioration sets in?"

"Quite, and for the obvious reason that such a process is governed entirely by the practices of the individual smoker. Many men misuse a pipe as well as use it. The ideal pipe-smoker will seldom if ever smoke a pipe when it is hot. If he does, and his pipe is new, it is very liable to burn. Personally, I believe in the practice of the man who carries never less than two pipes with him and smokes them alternately. Here the pipe is given a chance not only to cool, but to season, and, if I may use the term, to become acclimatized to tobacco."

Philippine Cigars and Leaf Tobacco

The serious decline in the American demand for the Philippine cigar, which appeared in the latter part of 1913, showed signs of improvement toward the end of 1914, and exports to the United States during the nine months of the current year were considerably larger than in the previous period. Lower grades were a feature of these larger exports of recent months, the average export price having declined to the low level of the early months of free trade prior to the restriction of low-grade shipments to the United States. Shipments to other countries declined very generally and materially, and the cigar trade, as a whole, was about a quarter of a million dollars less. Exports of leaf tobacco also declined heavily, and show the effect of the war, the 7,009,000-pound reduction being chiefly due to the practical disappearance of Austria-Hungary, Germany and Belgium from the trade.—"Commerce Reports."

R. J. Reynolds Tobacco Company report favorable results on "Stud" tobacco, Birmingham, Ala., following the recent work in that territory of C. L. Matthews covering several weeks.

Sol Van Vliet, of Van Vliet Brothers, leaf tobacco dealers, Detroit, is recovering from an operation.

The Asco Cigar Company, Detroit, has been organized with a capital stock of $15,000, of which amount $10,000 has been subscribed and paid in cash.

The Hotel Pontchartrain cigar department is again doing regular business. The last two weeks in June was as good as the stand has ever had since the hotel opened. In fact every retailer in Detroit reports improving business.

Al U. Thornburg.

NEW YORK

Heard on Broadway

Ben Straus, of A. Santaella y Ca., has left town for Tampa, where he will be present at the semi-annual inventory.

Emil Kleiner is now visiting the trade in the interest of his new 5-cent Connecticut shade-grown cigar, the "Wide-A-Wake."

The Ferguson Estate on North Street, Greenwich, Conn., has been leased to Percival Hill, president of the American Tobacco Company, for the season.

Joseph Lo Casto, manufacturers of the "Hoyo G. L. C." Cuban handmade Havana cigar, formerly located at 600 West 110th Street, has removed to 18 Beaver Street.

Julius Klorfein, manufacturer of the "Garcia Grande," will relinquish his lease at 45 Fulton Street on August 1st, and will take quarters at 476 Broome Street, where added facilities will enable the factory to catch up with back orders.

Up to the departure of Vice-president Dave Chambers, the June sales on "Condax" cigarettes No. 1, at the new factory of E. A. Condax & Company, Nineteenth Street and Sixth Avenue, New York City, had totalled more than 1,000,000.

As an impetus to increase the sales of their "Little Bobbies" M. A. Gunst & Company offered special cash prizes to their salesmen recently. The movement proved so successful that the Gunst Company is now finding it a trifle difficult to keep up with the orders.

The cigar factory of A. G. Kaufman & Company, Newburgh, N. Y., has been purchased by E. M. Schwarz & Company, the well known New York cigar manufacturers. This latest acquisition of the Schwarz Company will be operated as a subsidiary and will be known as the Newburgh Cigar Company.

The store and basement 287 Broadway, New York City, has been leased by the Tobacco Growers' Society of the Antilles, cigar manufacturers and retailers, now occupying the premises at 11 West Broadway. When alterations, including the installation of a humidor, are completed, the new stand will be utilized as a retail cigar store.

Leopold Gershel

Leopold Gershel, a pioneer in the leaf tobacco trade, of Water Street, New York, died recently at his home in that city. He entered the leaf tobacco trade in 1855, and up until a few years ago headed and was actively identified with the firm of L. Gershel & Brother, located at 191 Pearl Street. The announcement of Mr. Gershel's death caused sincere regret among his numerous friends in the trade.

Kraus Cigar Company Gets Preliminary Injunction

THE Kraus Cigar Company, manufacturers of "Lord Romeo" Panatelas, with a factory at Seventy-fifth Street and Avenue A, recently began action against Harry Weiss for an injunction restraining the alleged infringement of a trade-mark. A motion for a preliminary injunction was heard by Justice Shearn, and on June 16th he handed down a decision granting the same.

It was claimed by the plaintiff that the defendant was putting out an almost fac-simile reproduction of the "Lord Romeo" Panatela package under the name of "Lord Garcia."

It was further claimed that the defendant's package, general style of appearance, lettering, announcements and pictures were a close imitation of the plaintiff's package, which was original of its kind.

Wise & Lichtenstein represented the plaintiff while Charles Dushkind appeared for the defendant.

Freeman Busy on "La Flor De Ital" Brand

Sidney J. Freeman, United States representative of the famous La Flor de Ital Cigar Factory of Manila, reports that orders on the factory brands are showing a steady increase and that the prospects for a big season are most optimistic.

Mr. Freeman stated to the representative of "The Tobacco World" that they are now taking orders for September delivery and that jobbers desiring a label for his particular control would do well to place his orders at once. Orders are now being cabled to Manila for delivery two and three months hence. This refers to private brands only and for exclusive control in certain territories.

Sidney J. Freeman and Albert Freeman leave for a trip through the eastern part of Pennsylvania the early part of July for a week or ten days. July 12th E. M. Freeman will start on an extensive trip through the northern part of New York State, New Hampshire and Vermont in the interests of the various factories which he represents.

Schwab Brothers Take New Lease

Announcement is made that the structure at 1179 Broadway, near Twenty-eighth Street, New York City, has been leased for a long term of years by Schwab Brothers, the well known cigar distributors now located at 747 Broadway, that city. It is stated that the new location will be ready for occupancy about October 1st, following alterations which include the installation of a large humidor. The restaurant business will be discontinued and the future efforts of the company will be devoted to the jobbing of cigars and liquors.

New Home Planned for "Wellington" Pipes

The continued increase in business, together with a desire to be located in the new wholesale district, is responsible for the announcement by Wm. Demuth & Company, manufacturers of the famous "Wellington" pipe, that they will remove about January 1, 1916, to the new Victoria Building, Twenty-seventh Street and Fifth Avenue, in the heart of the wholesale section.

Wm. Demuth & Company, who manufacture a line of pipes and smokers' articles known throughout the United States, have been located at 307-309 Broadway since 1879.

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CIGAR MANUFACTURERS' ASSOCIATION OF AMERICA

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Quality and Success

Manila cigars have had many harsh things said about them, and some of the brands have been criticised deservedly. Deservedly because some of the Philippine manufacturers conceived the idea that the word "Manila" would sell the cigar, and hence paid little attention to the quality of the brand.

When Manila cigars first secured a foothold in the trade in the United States the quality was in the goods, and the smoker duplicated. Then someone became careless and started shipping inferior cigars. They induced the dealer to consider the larger profit without considering the loss in sales.

As a result the cheap goods destroyed the confidence that had been won by the quality brands and Manila cigars lost prestige with the smokers.

Again the Manila manufacturers have started an uphill struggle to gain what they have lost. Quality has become the foundation stone upon which they are building and indications point to the fact that they are gaining ground by this method.

The Manila factories in backing up this guarantee of quality will be well rewarded by a rapidly increased sale of their goods in the United States.

Trade Jottings

The Puff cigar store at 415 Main Street, Peoria, Ill., has been taken over by Guy Patterson and Paul Smith.

The Nathan Fox Company, Chicago, Ill., jobs the "Traveler" cigar, manufactured by Haas Brothers, Cincinnati, O.

The contract for a two-story structure 21 by 35 feet, has been given out by the D. A. Gallagher Tobacco Company, Biloxi, Miss.

The Falk Tobacco Company's smoking mixtures are being displayed by the various stores of the Burnett Company, Birmingham, Ala.

An admirable demand is being experienced on "Charles the Great," manufactured by Salvador Rodriguez, by the W. B. Elam Company, Richmond, Va.

V. G. Farr and E. E. Crusoe have taken over the Del N. Carpenter Cigar Factory, Miami, Fla., following several months' connection with the concern.

The cigar store of Spiesman & Kringle, in the McCarter Building, St. Maries, Idaho, has been vacated by that firm and new quarters secured in the Skelton & Warren Building.

Chris Smith, Lancaster, Pa., who looks after the local packing interests of the American Cigar Company, was recently in receipt of a visit from A. C. Sylvester, of the company.

Good business is being done at the cigar stand of the Imperial Hotel, Portland, Ore., on the "Centropolis" cigar, manufactured by A. Santaella y Ca., the call being for "Lilly" and "Longfellow" shapes principally.

Brinke's "F-3 Submarine" and "Brinke's Damfino" stogies, retailing three for five cents and two for five cents, respectively, are being put on the market at the present time by R. Brinke, 532 West Jefferson Street, Louisville, Ky.

A campaign has just been started by the Manchester Cigar Manufacturing Company, Baltimore, Md., on their new "Havana Cadet," a five-cent proposition under the direction of R. N. Paris. Mr. Paris will be assisted by his brother, Eli J., and B. S. Comprecht.

Peckarsky Brothers, Milwaukee, Wis., report that "Charter" cigars are now being distributed by them at the rate of 10,000 weekly. The brand is being pushed aggressively by the Peckarsky concern, not a little of which is due to the advertising being done on the brand.

W. W. Goldsmit, Pittsburgh, Pa., distributing "Tom Keene" and "Little Barrett" cigars, manufactured by Bondy & Lederer, New York, reported good business on both brands to Frank W. Hawood, advertising manager of the B. & L. Company, on his recent visit to the Goldsmit concern.

"Charles the Great," "Cuesta-Rey," "Baron DeKalb," "Julia Marlow" and "La Saramita" are some of the leading brands handled by Sam Klein, retailer, of Cleveland, O. Mr. Klein operates two stores—one at 311 Superior Avenue, Northeast, and the other at East Sixth Street and Euclid Avenue.

PHILADELPHIA.

W. H. Baily to Distribute "La Flor De Intal" Brand

W. H. BAILY, Second and Arch Streets, this city, has recently acquired the distribution in this territory of the "Puntacima" Manila cigar, made by La Flor De Intal Cigar Factory, and has placed orders for monthly shipments.

Sidney J. Freeman, 123 Liberty Street, New York, is the United States representative for the brand of La Flor de Intal Cigar Factory.

Those desiring to stock the "Puntacima" brand will do well to get in touch with Mr. Baily. He is well acquainted with the merits and quality of this Manila cigar and will be glad to show the stock to any desirous of becoming better acquainted with this line.

New Kasing Fluid Made by Rosenbaum Bros.

"Royal Rex" tobacco kasing fluid, manufactured by Rosenbaum Brothers, leading Philadelphia chemists, with laboratories at 1821 Diamond Street, that city, and only recently introduced to the trade, is declared by certain cigar manufacturers to be the best fluid of its kind that they have ever used. It is stated that the solution, which was compounded only after much labor and many experiments, removes all seedish taste and leaves a solid white ash on the cigar, in addition to aiding a uniform burn.

Pent Brothers Busy on "Don Digo" Brand

Pent Brothers, Thirteenth and Sansom Streets, state that during 1915 their sales on the "Don Digo" brand have more than doubled over the same period last year. Smokers are discovering the excellent qualities of this 10-cent smoke and are making their wants known. The distribution of "Don Digo" in this city is on the increase and the manufacturers are more than pleased with the steady growth of the sales on this brand.

"Reynaldo" Sales Continue Steady Growth

"Reynaldo," the widely known brand of Luckett, Luchs & Lipscomb, continues to increase its prestige among smokers, and Mr. Luckett, of the firm, states that the increases are steady.

"Bob" Ellis was in town the other day and rounded up a fine bunch of orders for the factory. He is now on the road again exploiting the merits of this famous brand.

The Middle Western jobbers report that their sales are beyond expectations and the outlook for the season is most encouraging.

The brand has backed up the claims made for it in the advertisements that have been running in the trade papers this year, and jobbers and retailers alike find that "Reynaldo" cigars make good wherever placed.

Philadelphia Notes

D. H. Mousdale, Eastern representative for Sanchez & Haya, Tampa, Fla., recently spent his time among the New Jersey seashore resorts drumming up orders.

Warner Searle left Philadelphia this week for a month's trip, in which he will cover Pennsylvania and New York for the J. F. Portuondo Cigar Manufacturing Company, 1110 Sansom Street.

A. W. Terry, Jr., of Terry & Duncan, who are the local representatives for Sanchez & Haya Company, spent several days in Atlantic City opening several new accounts for these well known cigars.

Charles Bobrow, of Bobrow Brothers, Philadelphia, Pa., manufacturers of the "Bold" cigar, was a recent visitor to the Boston market calling on their distributor, Rosenthal Brothers & Bendetson, in the interests of the "Bold."

A. Osterlow, Jr., has secured several of the best windows in the Quaker City, which have been tastefully decorated with "Arcadia" smoking mixture, which is a product of the Standard Tobacco Company of New York.

J. Durbin Acker, manager of the cigar department of the Twelfth and Chestnut Streets store of the Finley Acker Company, reports good business on the new package of "Lord Romeo", which contains fifty panatellas, and retails for a dollar the box.

J. Buckman, for more than a year proprietor of the cigar store located at 51 South Third Street, has sold his business to I. Rabinovitch. Mr. Rabinovitch took charge at once and announces to the trade that he will continue to maintain the same large variety of brands of cigars, cigarettes and smoking tobaccos as did Mr. Buckman.

City Firm Gets Fake Order

A Philadelphia cigar manufacturing firm recently received an order for goods to be shipped to I. Cordich & Sons, Baltimore, Md., at 725 East Baltimore Street. Investigation revealed the fact that the Monumental Theatre is located at that address. I. Cordich & Brother are located at 720 East Baltimore Street, but they state that they had never ordered any such goods and knew nothing concerning the same.

Chicago

Trade Conditions Show Improvement—Best & Russell Get Lease in Conway Building—Carl Gach Advertises for Decent Weather—"Don-Cico" a New Nickel Brand

Chicago, June 26, 1915.

GENERAL conditions in the cigar and tobacco trade appear to be a little better this week. Something must have happened to tip the lid which has been clamped down on punch-board games of all kinds for the past year, for in many of the cigar stores the old trade stimulators have made their appearance, and it seems that the public is as willing as ever to take a chance if it only costs a dime.

Of interest to the cigar and tobacco trade of the entire country is the Eleventh Annual Convention of the Associated Advertising Clubs of the World, which was held in this city last week. The parade of national advertisers which was held on the first night of the convention was a brilliant affair and was witnessed by thousands who came down town to see the spectacle. The float of Best & Russell, cigar distributors of this city, was a beautiful creation, and was well applauded by the multitudes. Philadelphia was selected as the next annual meeting place of the organization.

Best & Russell have leased the corner store on the new Lombard Hotel Building at the southeast corner of Quincy Street and Fifth Avenue. The place was formerly occupied by John J. Nolan. This is the third store formerly occupied by the latter company which has been leased by Best & Russell. The location is one of the best in the city, and shows the tendency of leases in the cigar store field to move westward in the loop district.

Albert Breitung, who conducts a chain of cigar stores in this city, has leased the corner store of the proposed new Rutland Building at the southeast corner of North Clark Street and Dole Avenue, on the North Side. The reported term rental is $9000, which is considered rather low in view of the importance of the corner, which is located in one of the most rapidly growing districts in the city.

The much discussed cigar stand privilege in the new Conway Building at the corner of Clark and Washington Streets, has gone to Best & Russell, it was announced last week. The company has been successful in getting the right in a contest in which almost every owner of chain stores in the city is known to have been a participant.

Carl Gach, of Newman & Gach, sprang a novel stunt last week when he inserted an advertisement in "The Chicago Daily Tribune" asking for a weather man who would give the city some decent weather. Mr. Gach explained that he was disgusted with the brand of weather the city has been having for the past few weeks. In this idea he has plenty of company, but the others never thought of advertising. Mr. Gach did, however, for he comes from a concern which has grown large and prosperous through advertising the goods it has to sell.

One of the activities of the J. & B. Moos Company has been to inaugurate a new drop shipment for the month of June. The shipment consists of 1500 cigars of various brands of the American Cigar Company.

"Don Cico" is the name of a new nickel cigar which is being brought out by the Charles Donovan Cigar Company, one of the enterprising members of the local trade. The cigar is said to be of the "bull-dog" variety and is packed in wood. Careful attention has been given to the blend of the stock going into the cigar, and it is stated that it will compare favorably with any of the 5-cent smokes now on the market.

Richard Bondy, of Bondy & Lederer, the well-known "Tom Keene" firm, was shaking hands with his friends in the trade here last week. He declared that trade conditions were getting more satisfactory every day and that he looked for summer business which would be entirely satisfactory to the company.

"Talma," by the John W. Merriman Company, has been added to the line of John A. Dolan. This is made in the same factory which produces the "Henry Irving," and this is sufficient guarantee of quality. "Ben Harib," from the factory of the C. D. Altschul Cigar Company, is also displayed at the store of Mr. Dolan.

The Best & Russell Company has abandoned the store formerly occupied at the corner of South Water and La Salle Streets, owing to the fact that the owners of the building intend to use it for a purpose which will not permit of the location of a cigar store on the premises.

F. E. Johnson, vice-president of the Havana-American Company, passed through the city last week. He made the rounds of the trade, discussing conditions as he finds them with his many friends here. Mr. Johnson takes a very optimistic view of the general situation.

The vital statistics played the part of the second post last week in reporting the birth of a baby girl in the family of Leo Schoeneman, representative of Celestino Vega & Company. The vital statistics were second because Mr. Schoeneman was first. He is a very proud father. The little one is the first arrival.

G. W. W.

"Plantista" Brand Shows Increased Call

The Reading factory of the Compeer Cigar Company, of Indianapolis, operated by George Stamm, is showing an increase in orders and the "Plantista" brand at present is showing a steady increase.

The brands made in the Reading factory are sold under the Union label as the shop is strictly a Union one.

"Encore" Duplicating Satisfactorily

There is much satisfaction being expressed these days at the factory of the Monogram Cigar Company, 108 Park Avenue, Baltimore, over the success which is attending their "Encore" little cigar, retailing at four for five cents. Edward Goldstein, of the Monogram Company, states that the "Encore" is placed practically all over the territories adjacent to Baltimore.

Comstock Gets Denver Bank Building Stand

The cigar privileges in the First National Bank Building, Denver, Col., now possessed by the Rothenberg & Schloss Cigar Company, have been acquired by Frank Comstock, who plans to take possession September 1st next. The National stand will make the second office location of Mr. Comstock, he having another stand in the Gas and Electric Building.

Great Barrington Dealer Retires

C. H. Sage, for thirty-eight years a cigar manufacturer and retailer of Great Barrington, Mass., has sold his business to A. Dorfman and retired from active participation in the tobacco trade. Mr. Sage is a native of Springfield, Mass., but came to Great Barrington and entered the employ of William Bliss, the well-known cigar manufacturer. Mr. Sage is a well-known sportsman and has hunted and fished in many sections of the country.

Key West Rotary Club Organized

The Key West Rotary Club recently came into existence. It numbers many prominent citizens among its members and plans to meet each week, where questions relative to the business and civic welfare of the city will be discussed and plans formulated for their solution.

A "Bold" Display in Clarksburg, West Virginia

The above display of "Bold" Cigars recently appeared in window of Ben Levy, a Jobber and Retailer of Clarksburg, West Virginia

United Cigar Manufacturers' Brands Win at Exposition

The following telegraphic advice has been received by the United Cigar Manufacturers' Company in New York from their Pacific Coast distributors, M. A. Gunst & Company, Inc., showing that their own brands, together with those of the subsidiary companies, have proven themselves winners at the Panama-Pacific International Exposition:

Obtained highest award in each and every classification to brands represented by Gunst. Medal of Honor awarded to each—"Van Dyck," "Diligencia," "Reio," "Robert Burns" and "Owl." Next highest award Gold Medal to each—"General Arthur" and "Little Bobbie."

New Cigar Store for Wilkes-Barre

William G. Ziegler, who for years has been connected with his brother's store, the Colombo shop, has opened a cigar store and pool room on South Main Street. It will be known as the Orpheum Smoke Shop. The store and rooms have been remodelled and equipped with the most modern fixtures. A full line of cigars, cigarettes and smoking tobacco will be carried.

It is announced to the trade that the Principe de Golfo Cigar Company, Key West, Fla., whose manufacturing plant was recently destroyed by fire, has secured a lease on the factory building formerly occupied by Moreda & Company, manufacturers of the "La Diligencia." Just as soon as the materials which have been ordered, arrive, manufacture will be resumed.

Bayuk Brothers to Build in Allentown

Bayuk Brothers, manufacturers of "Havana Ribbon" and other brands, have completed arrangements with Wm. Linker & Company, of this city, for the erection of a four-story cigar factory at Jordan and Allen Streets, Allentown, Pa. Bayuk Brothers have manufactured cigars for some years at 333-335 Hamilton Street, that city.

Max Gartman, secretary of Bayuk Brothers, states that no expense will be spared in equipping the building in a thoroughly up-to-date manner. No expense will be spared in arranging and equipping the building for the comfort and convenience of the employees.

The continued heavy demand for "Havana Ribbon" cigars has kept the manufacturers oversold for a long period. The new factory is expected to be ready for occupancy about September 1st, and it is believed that this will enable the firm to take care of the rapidly growing business.

Storeroom Converted Into a Modern Cigar Store

The storeroom in the Burnet Mouse Block at Vine and Baker Streets, Cincinnati, O., formerly occupied by Oscar Gassman, has been opened up as a modern cigar store by John T. Sullivan, Covington, Ky., formerly a plug tobacco manufacturer. Mr. Sullivan's father was a prominent member in the trade and will be remembered as the founder of the Cincinnati leaf tobacco market.

The Relation of an Employer To His Clerk

If is the right of every employe to be well treated. If he is made of the proper material he will demand it—or seek a more congenial place. The man who is made to feel that he is a mere hireling will at once resolve to serve as little as possible, spending his best brain material in trying to make this little spread over as much surface as possible. The mere fact that he is only a servant is the best method of taking away the enthusiasm to become something better.

If he commences at the foot of the ladder, give him illustrations of those who have commenced still lower. Biography is full of incidents worthy of relating, not as lessons given, but simply a conversational method of being friendly and at the same time planting inspiration in the heart of the hearer. Take Carnegie, for instance, who commenced life as a bobbin boy, and felt exceedingly rich when his wages were increased to $1.20 a week. Talk over with your employe the results of such a boyhood; how the real victory was gained. Lead him to know that opportunity knocks at least once at every door; the point is to be ready to answer the summons.

The employer who is tactful knows how to take his clerk into confidence without committing to him personal confidences. "Always treat a man as though he might some day be your enemy," is not out of harmony with this thought. There are many points on which we may seem to take another into confidence, and yet there are vital places before which to halt. The knowledge of when to stop is quite as essential as that of where to begin.

Familiarity, too, may be carried to the extreme. Be friendly, and at the same time it is yours to command a certain amount of deference. Let it be felt that you are on a higher plane, but that this plane is not an unapproachable one for the other man; rather, lead him to see that there is nothing to hinder his climbing up; that you expect him to, and will be exceedingly well pleased to meet him there. Show him the inner workings of the business. Let him feel that his work now is merely on probation, and that you are doing your best to help him reach the higher level. Ask his advice regarding certain phases. If his ideas are good, you may be well repaid, for any business has so many sides that a single pair of eyes may not always determine the focal point along certain lines. Besides, with his younger eyes, certain points will come to light which have escaped your vision. If there are fallacies in the points advanced, point them out gently. He will try harder in future to see both duty and possibility as a result of the drill.

Let him read your trade papers; expect him to read them. Consult with him regarding the different conditions and changes of work. Your clerk is your apprentice. It is yours to draw out his possibilities, to teach him what experience has taught to you. Show that your own success has been the result of years of labor and thought; that while you can save him much time by showing him the short cuts to victory, pointing out the snags which invite defeat, he must, after all, do his own rowing. The motor boat awaits him in the future, if he will only use his own muscle in reaching it.

Make his work as light as possible and still insure efficiency. Useless labor, just for the sake of keeping a man busy, is bordering on criminal. Let him know that he has a certain amount to do. Show him how to save time, steps and strength. This time is really your own, if but rightly managed. If the routine work does not keep him busy, let him spend the spare time mastering the business; in looking after the details which add so much in the end. And when he has gained a rest, let him enjoy it. If his speed and good planning avail him no reward, he will soon acquire the habit of pottering and accomplishing less, a habit as vexatious to the public as it is pernicious to himself and to you.

If one of his old acquaintances comes in, do not feel grieved if he is a little over-friendly. He may feel a trifle homesick, and the chance to see an old friend is just the stimulus needed to more effective work. Or he may know that this person is a bit inclined to be jealous; that if a certain amount of attention is not given him, he will go home with the report that "Young Jones is mightily set up over being clerk," and will not only take offense at the imagined snub of the salesman, but will hold a feeling of resentment toward you; more, his friends may be influenced through the same medium.

It is a trifling matter to make your clerk's acquaintance welcome, and it may gain for you a permanent friend in the trade. Take a personal interest in his friends. And while you cannot consistently expect this a gathering place for a general visit, courteous treatment costs little, and is at all times in oder. Take time for a hearty "Good morning," no matter how much you are rushed, and let it be one which insures the feeling for which the words stand. If you have some new line of interesting goods, suggest that your clerk show them to him, not with a direct view to immediate sale, but simply as a means of entertainment. Let him feel that he is neither asked nor expected to buy, but that this is your legitimate medium for making him have a good time.

Give an occasional hour or half day off on special occasions; and whatever you give, give freely. The privilege given in a half grudging manner might just as well not be given at all, so far as creating good will is concerned. If there is a ball game on hand, or some special treat of any sort, something which you yourself wish to attend, share with the clerk. Alternate with him, if necessary. At least show that you have a regard for his enjoyment. Just say, "Here are two entertainments worthy of our patronage. You may go to the one and I will attend store. Then you can take your turn here and let me enjoy the other." This will inspire loyal service during the work period, and no loitering while "the cat's away." It appeals as fair, and thoughtful. And the man who does not give better service in return for such treatment is not worthy of the hire.

Teach him, by precept and practice, that honesty is the best policy. If you expect him to palm off a damaged piece of work upon a customer for a first-class article, do not be surprised if you find that he is doing the same way in his service to you. It is not consistent to expect anything else.

Teach the importance of self-respect; the value of having goods in perfect order, and of avoiding shams. "You may deceive all of the people some of the time," says Lincoln, "some of the people all the time, but not all the people all the time." There is a sermon in a nutshell. The truth taught has a direct application in the tradesman's work. The Chinese say it never pays to respect a man who does not respect himself. Can we do less than the heathen of the Orient?

Self-respect, if properly developed, is but another modification of the golden rule. Be friendly, brotherly; strive to develop latent powers, as well as good will; give and demand justice. Prove that the relations are for mutual benefit and gain.—Bessie L. Putnam.

Trade Jottings

J. S. Tinett has taken over the business of Odell & Jones, leading retailers of Bellingham, Wash.

Good business is reported by the Smokewell Cigar Company, wholesalers and retailers, of Tulsa, Okla.

"Sanchez & Haya Panatellas", retailing at five cents, are proving good repeaters for the Norton Drug Company of Birmingham, Ala.

W. W. Ward, special representative of the American Tobacco Company and the Havana-American Tobacco Company, recently spent a week in Salt Lake City, Utah, in the interests of both concerns.

The Parker-Gordon Cigar Company, Kansas City, report that they are well pleased with the demand on the new packing of their "Class" cigar. They state that the call for "El Roi-Tans" also is satisfactory.

The American Cigar Company has appointed Charles C. Schwarz a salesman to represent them in Western New York and Buffalo. Mr. Schwarz will devote his energies to the sales of "Permit" and "La Splendora" cigars.

The North Star State Tobacco Company, St. Paul, Minn., is doing aggressive work on the "John Ruskin", manufactured by the I. Lewis Cigar Manufacturing Company, Newark, N. J., including window displays on the brand.

Celestino Fernandez has opened an office at 503 Seventeenth Street, Milwaukee, Wis., for the purpose of conducting a wholesale leaf tobacco business. Mr. Fernandez, who just recently returned from Cuba, will deal in Havana tobacco exclusively.

A pipe department is to be added to the wholesale business of the E. L. Donahue Cigar Company, Indianapolis, Ind. This company handles the well known "John Ruskin" cigar, manufactured by the I. Lewis Cigar Manufacturing Company of Newark, N. J.

Simon & Salzenstein, Dallas, Tex., contemplate in the near future an advertising campaign on the "San Felice", manufactured by Deisel-Wemmer Company, Lima, O. Nick King, of the latter company, was a recent visitor to the Dallas concern for the purpose of a conference relative to the campaign.

As an aid to an advertising campaign which they recently inaugurated on their "H. & S." private brand of cigars, Hirst & Slager, Memphis, Tenn., are mailing to smokers postal cards illustrating the box and the cigar. The "H. & S.," which comes in three sizes, is sold only in boxes of fifty, and is priced at $5, $6 and $7, respectively.

The Best & Russell Company has appointed C. A. Harrison general road salesman. Mr. Harrison, who formerly covered the Iowa territory for this company making his headquarters at Des Moines, will in future make his headquarters at Chicago, traveling the entire territory of the Best & Russell Company with the various salesmen of that company.

"Blue Ribbon" Brand Changed to "Bow Knot"

Announcement has been made that the stogies manufactured by the A. L. Savage Cigar Company, of Marietta, O., under the brand "Blue Ribbon," would be discontinued under that name after June 10th, and will hereafter be sold under the brand "Bow Knot," with a design similar to the former brand. The discovery was made a short time ago that the name "Blue Ribbon" was protected by patents and copyrights by a St. Louis cigar manufacturing concern, and that the local concern had no legal rights to the name, although the A. L. Savage Cigar Company has been manufacturing the popular stogies under that name for the past seventeen years.

L. A. Mitchell, general manager of the A. L. Savage Cigar Company, stated that he was greatly surprised when he learned that his brand was also used by another concern, and which had a prior right to the name. The new name, "Bow Knot," will be fully protected by the Savage concern, and assurance was made by the company that the stogies sold under the new name would in every respect be equal to those with the old name, the change in the stogie being in name only.

The growth of the A. L. Savage Company has been very rapid during recent months, and it is thought that the St. Louis people learned of the Marietta "Blue Ribbon" product after the Illinois agency for the local stogie had been opened in Robinson, Ill., in the territory catered to by the St. Louis house.

Cigar Box Industry in Detroit Growing

With the growing importance of Detroit as a cigar manufacturing center a number of industries have developed here and one of them is the production of cigar boxes. The average package of cigars is in a box holding fifty, so with a production of 1,000,000 cigars daily at the local plants about 20,000 cigar boxes are required, upwards of 6,000,000 yearly.

The Cadillac Cigar Box Company, at 1011 St. Aubin Avenue, produces an average of more than 1,000,000 boxes a year. Most of the product goes to the local factories, which are fortunate to have in their midst an establishment which can do the quality work and attend to orders with the systematic regularity which marks the operation of this company.

Cigar boxes are made from wood, cedar being favored. The wood must be of a variety which will not in any way change the aroma of the combination of tobacco in the cigars and the utmost care is observed both in the selection and the curing of the material. The cedar comes from the tropics and just now the box-makers have had to be resourceful to keep up their stocks, as the carrying companies prefer handling commodities in which there is greater profit.

To Moisten Cigars and Tobacco

A simple and effective way to moisten cigars, says an authority on the subject, is to fasten a string or wire across the cigar case, near the middle, if possible, dampen a towel, wring out the water so as not to drip, hang the towel across the wire all night after closing and remove it in the morning. This should be done two or three times a week.

The same method can be used to moisten plug tobacco or long-cut tobacco, and if necessary a large sheet of linen can be hung over the wall case wherein the plug and long-cut tobaccos are kept and removed after five to seven hours. Many a man will go a long distance to get a plug of tobacco or a cigar which is kept in good condition, and the wise retailer will act on this knowledge.—"Canadian Tobacco Journal."

LOUIS PETERS & COMPANY, DETROIT LEAF DEALERS, MOVE TO NEW HOME

(Continued from Page 13)

in a frame building fifty-two years ago, and now going to a beautiful and much larger home, shows that Louis Peters & Company have built up a business step by step.

The firm is noted for being reliable in every transaction and the word of any of its officials is "as good as gold". The "Tobacco World" takes this occasion to join with the hundreds of others in extending its congratulations and best wishes to the company and its officials.

Thornburg.

How a Clerk Can Increase His Salary

Your salary comes out of the gross profits you make for your employer. Make more money for him and you will make more money for yourself.

Study every customer and cultivate his acquaintance. It will help you increase your sales.

Learn the name of each customer who comes into the store.

Calling a person by name goes a long way toward breaking down that barrier of reserve which otherwise is so hard to get around.

Be glad to see people when they come in. It's just as easy, and you'll feel better and so will they.

Show goods to your customers as you would to your friends. Get out anything and everything which you think will interest them. Help them make the selections and don't get restless or impatient while the customer is deciding what to buy. It has spoiled many a sale.

When you know a thing from "A to Z" you get enthusiasm and sincerity into your talk. Your argument is convincing and it's easy for you to sell goods. But it's hard work, and it's unpleasant, too, trying to sell something you don't know anything about.

Don't argue with customers. Give them the benefit of your experience and advice, but don't try to force upon them goods they don't want.

Don't make claims for your goods that you know the goods won't back up. The customer finds out the truth in the end, and few customers will let you have a second chance to give them the worst of it.

Try to send every customer away satisfied. A satisfied customer is the kind that comes back.

Don't hide the "stickers" under the counter. Get them out and try to sell them. Often the proper display of an article means the difference between "sellers" and "stickers."

Anyone can sell new, well-advertised goods, but it takes a mighty good salesman to keep the odds and ends and hard sellers cleaned up.

Be a salesman, not a clerk. Learn to do things. Have a little initiative. Don't always wait to be told.

Look around and see what there is to do—and do it. That is the kind of a man who gets ahead nowadays.

Don't forget about the store the minute you get outside. Keep it in one corner of your mind all the time.

You often have a chance to drop a hint among your friends about new things "down at the store." It can't do any harm and may make business.

Get into the habit of doing these things. You know the way to get more money is to "show" your employer you are worth it.—Business Men's N. C. R.

Store in the Jorgensen Building, 300 North Washington Street, Green Bay, Wis., has been leased by the United Cigar Stores Company.

N. Y., N. H. & H. R. R. IS TAKING AN INTEREST IN TOBACCO GROWING

(Continued from Page 13)

"There was a disposition some years ago to laugh at so-called Connecticut cigars. That was because the Connecticut product wrapped the cheap, machine-made brands. Today the product, evolved through the newer methods, is wrapping the expensive cigars and displacing Sumatra tobacco for this purpose. Apart from the question whether or not the farmer can grow it economically, there can be no question that the new kind of Connecticut tobacco, as a result of more than ten years of experimentation, has put the state in the forefront of tobacco-growing regions by reason of the quality of the leaf grown.

"Tobacco, whether shade-grown or not, requires a great deal of fertilizer. Into the Connecticut tobacco region there is hauled in a year for the tobacco fields probably $1,200,000 worth of fertilizer. The New Haven and Central New England Railroads are called upon every year to distribute this fertilizer and other supplies among the tobacco plantations in the valley and to haul out the finished product. Unlike some crops, which have to be shipped within a short period, transportation of the tobacco grown in Connecticut goes on all the year."

"United" Stores Company Apply for Exchange Listing

The application of the United Cigar Stores Company to have its $4,527,000 preferred and $27,162,000 common stock listed on the Exchange recalled to the minds of numerous traders of the Street the gossip which went the rounds when the parity of the stock was changed from $100 to $10 per share. Cynical comments made were to the effect that the reduction was decided upon for the purpose of making the stock a more active medium of speculation. The company's own statement was that with a greater number of available shares at a lower price than the shares of larger denomination had commanded, employes would be able to buy them and thus become partners in the enterprise. Some predicted that the common stock would be churned up and down frequently, and that the "United" cigar issues would be fixtures of the outside market. The prophecy regarding market movements has not yet been borne out in the year since the parity was lowered, and the company has taken measures to transfer the stocks to the big board.

Good Business on "Rocky Ford" Cigar

The Union-American Cigar Company, Pittsburgh, Pa., reports excellent business from B. H. Kimbrough, representing them in the Middle West, on their "Rocky Ford" cigar, in addition to their other brands. Following his departure from New Orleans, La., Mr. Kimbrough makes his way to Memphis, Tenn., from thence planning to leave for Kansas City and surrounding territory.

"McMillo" Cigars Bert Johnson's Pride

Bert Johnson, whose cigar stand occupies a corner in the store of G. & R. McMillan Company, Detroit, is very much pleased with himself these days over the business he is doing on his special brand, "McMillo," manufactured for him by Marcelino Perez & Company.

Mr. Johnson states that "McMillos" are filled with genuine Vuelta Abajo, and that they are the finest smokes in the world. They are made especially for Mr. Johnson, and he refuses to job them. The cigars are put up in twenty sizes and are handsomely packed.

VALUE OF COUPONS UPHELD AT CHICA

Advertising Men Hear Spirited Argument—$1,000,000 Reserve to Care for Unredeemed Stamps—C. P. Caldwell Makes Vigorous Defense

THE delegates to the Eleventh Convention of the Advertising Clubs of the World held recently in Chicago heard a spirited defense of the coupon and premium when Geo. P. Caldwell, president of the Sperry & Hutchinson Company and the Hamilton Corporation, in a vigorous speech defended the economic value of coupons.

He said in part:

"If premium advertising does anything, it benefits the one who takes advantage of it. The benefit may be small or it may be great, but it is direct, and through the use of the premium there is a more absolute method of measuring the percentage of efficiency than there is in the case of other kinds of advertising. The service and the result of the advertising effort is measured by the redemptions, in the case of tokens, so surely, so certainly, that by comparison the ordinary keyed advertisement falls very short.

"To illustrate this point: After fifteen years, from 1900 to the present, the Sperry & Hutchinson Company issued 21,691,757,424 tokens or stamps, and redeemed 18,089,451,158, or eighty-four per cent. And it must be understood that the remaining sixteen per cent. constitutes a continuing liability against the company, and that many of those stamps will be redeemed subsequently—possibly the entire amount.

"We are still redeeming many stamps, issued years ago, which are not accounted for in the report of previous redemptions. In the past month we received a quantity of stamps sent in for redemption by a woman who had collected them before the San Francisco earthquake and who only recently unearthed them. A few days ago there were sent in for redemption some of the first stamps the company ever put out—issued nearly eighteen years ago.

"Because of the constant redemption of old stamps it is necessary for the company to maintain a reserve, which it has done by setting aside $1,000,000 representing the entire total of unredeemed stamps for the past five years.

"In 1914 our percentage of redemptions was over ninety. In the past month they were over ninety-three per cent. Eventually they are certain to prove much greater than those indicated by the figures here set forth. Every outstanding stamp is a liability against the company, no matter how long ago they were issued.

"Thus it can be seen that the statement that we make our money out of the lapses on redemptions is fallacious. With these redemptions now ninety-three per cent. we still face every probability that a still greater number eventually will be redeemed. What other method of advertising today can show an efficiency as high as ours?

"Until the department store shall cease giving its services, shall eliminate its waiting rooms, its concerts and its free deliveries; until big wholesalers shall stop giving a discount for cash or allowing a large buyer a better price than the small one; until the banks shall do away with the custom of allowing interest on savings accounts or money deposited before a certain date; until the big nations of the earth shall refuse longer to insert the 'favored nations' clause in their treaties—in short, until the desire and the instinct of men shall undergo a change, and emerges to a different individual from the one now familiar to us, premium advertising will have its place in commercial intercourse."

"Webster" cigars are being featured at the Casino cigar stand, operated by Terry & Duncan in Willow Grove Park.

RETAIL MERCHANTS WOULD FIGHT COUPONS

Seventeen Organizations Combine for Action—Economic Value of Premium Plan Denounced—Free Medical Attendance and Complete Funeral Latest Coupon Offer

RETAIL merchants of New York are organizing to fight coupons and trading stamps and to uphold price maintenance. Representatives of seventeen retail organizations met recently at the Fifth Avenue building, at Twenty-third Street, and formed the Conference of Independent Retailers of the Metropolitan District, the purpose of which is to foster the interests of its members through publicity and legislation. It will direct its efforts especially against all forms of unfair competition, among which it includes the premium coupon system and the price cutting of the large department stores.

A resolution condemning the use of coupons and trading stamps was endorsed unanimously. The arguments of George P. Caldwell, president of the Sperry & Hutchinson Company and the Hamilton Corporation, in favor of premium advertising, were strongly denounced as unethical and uneconomic. It was said that whatever value coupons and trading stamps might have possessed originally as trade stimulants had been lost through the general distribution of the system.

The original resolution of the conference was directed specifically against several of the largest coupon and trading stamp companies now operating, but this was later modified to a broad protest against the practice. The purpose of the change was to eliminate possibility of action by the coupon concerns under the provisions of the Sherman Anti-trust Act. Attention was directed to the fate of the Rochester grocers, who were sued by a premium concern for acting, in similar manner, as a combination in restraint of trade.

One of the speakers at the meeting mentioned the various lines of endeavor into which the coupon system is making its way. In particular he commented upon a new burying society, which, through the means of coupons distributed by retailers, would ensure free medical attendance in time of sickness and a complete funeral after death.

Among the organizations represented were the New York Retail Grocers' Association, the Hudson County Retail Hardware Association, the Stationers' Association of New York, the Kings County Pharmaceutical Society, the Retail Jewelers' Association, the New York Retail Druggists' Association, the New York Pharmaceutical Conference, the Bronx County Pharmaceutical Association, the Talking Machine Men, Inc., the Williamsburg Retail Druggists' Society, the Hardware Dealers' Association, the New York County Pharmaceutical Society, the Yorkville Merchants' Association, the Photographers' Dealers, the German Apothecary Society and the Brooklyn Retail Cigar Dealers.

On Friday evening, June 25th, E. F. Rosenthal, manager of the New York house of M. A. Gunst & Company, Inc., was tendered a dinner at the Cafe Lafayette by the local wholesale and retail sales force in honor of his coming marriage.

A club cigarette selling at ten for fifteen cents, two packs for a quarter, has just been placed on sale by the National Press Club of Washington, D. C., ranking among the leading press clubs of the country. The new brand is manufactured by Theodore Photiades (The Vernon Company and X. Zufedi Cigarette Company), 114 Fifth Avenue, New York City.

Tampa

Manufacturers Interested in Trade Extension Trips—Celestino Vega Off for Cuba for Vacation—Tom Morgan Back From His Pacific Coast Trip

Tampa, June 26th.

ONE of the most interesting topics discussed at the regular monthly luncheon of the Board of Trade, held at the Tampa Bay Hotel during the past fortnight, was the subject of trade extension trips. It was shown that in other cities where such trips had been taken they had proved not only successful, but in many instances had been made permanent institutions. It is likely, according to Secretary Hamner, of the local board, that such a trip will be made by the local board this fall. At that time it is hoped to extend an invitation to all the various local manufacturers and larger jobbers to go along and become better acquainted with the firms and persons with whom they are doing business, but some of whom they have never met nor do not even know. There is no doubt but that this personal contact will do much to smooth out many problems which in the past have been difficult of adjustment. The benefit of such a trip to local cigar manufacturers and jobbers need not be discussed here. The very nature of the trip should demand that until it is an accomplished fact there should be no cessation of activity to give at least, an honest trial, an experiment that contains so many elements for ultimate success.

On July 1st, Celestino Vega will leave with his family for a six or seven weeks' trip to Cuba. The automobile is to be taken along to give the party an opportunity of traversing the many fine roads to be found in the Island. While away, Mr. Vega will purchase tobacco for his factory. He reports that business, while not rushed, is holding up in a satisfactory manner.

Vice-President and Treasurer G. A. Torres left last week for New York City, where he will remain some time on business.

M. W. Berriman, of Berriman Brothers, is now in Havana, where he plans to remain for several weeks in the interests of the firm.

Ernest Berger, Secretary and Treasurer of the Tampa-Cuba Cigar Company, was noted among those attending the recent convention of the State Pharmaceutical Association at Atlantic Beach, Fla.

Salvador Rodriguez, the well known manufacturer of "Charles the Great" cigars, has returned from his tobacco purchasing trip in Havana.

Tom Morgan, of the Morgan Cigar Company, is back again following his trip in the West and along the Coast in the interests of "Juan de Fuca." During his trip Mr. Morgan availed himself of the opportunity to get in closer touch with the company's jobbers and distributors, and has expressed himself as well pleased with the reception given him. He states that business is showing many signs of improvement, which encourages him to look forward to an excellent fall trade.

A recent visitor from San Francisco was Frank Dana, of J. Martinez & Company, the manufacturers of the "Norma Martinez." Mr. Dana, who came for the purpose of a conference with the factory relative to a campaign which is contemplated on the Coast on the company's "Norma Martinez," stated it to be his belief that the most practical way of boosting Tampa products was to go to the West and get in personal contact with the trade, all working together for the ultimate success of the cause.

A. Wahnish, Son & Company had as their visitor recently C. R. O'Quinn, of Atlanta, Ga. It was Mr. O'Quinn's first visit to the city, and he seemed well pleased with the reception accorded him.

The Jose Lovera Company, manufacturers of the well known "Lovera" cigar, report business as being above the general run for this season, finding it necessary to increase their working force.

Satisfactory business is reported at the Mi Favorita Cigar Factory, manufacturers of the "Mi Favorita" and "El Telegrafo."

The E. H. Gato Company state that they have a nice batch of orders on hand, which will in all probability keep them busy for a while to come.

Alfred Pendas, manager of the Y. Pendas & Alvarez factory, states that they are in receipt of some quite satisfactory orders on the popular "Webster" brand.

"Perfecto."

Registered Trade-Marks in Latin America

The "Commerce Reports" says under date of June 22d that the attention of American manufacturers has been called repeatedly in its columns to the necessity of the registration of their trade-marks in foreign countries, especially in those where priority of registration is the basis for ownership of a trade-mark, and some American manufacturers have had the unpleasant experience of paying considerable sums for the right to use their own trade-marks, which had been registered by their enterprising agents. While the Bureau of Foreign and Domestic Commerce has been interested for many years in the protection of American trade-marks abroad, it is only within the last few months that it has succeeded in establishing a separate section devoted to the distribution of information in regard to trade-mark and patent laws of foreign countries. The summary of laws and regulations in regard to trade-mark registration in Latin America, published in the "Commerce Reports" of May 29, 1915, has now been reprinted as Tariff Series No. 31, and is the first publication on the subject of trade-marks issued by the Bureau. Copies of the pamphlet may be obtained free of charge upon application to the Bureau.

While the collection of trade-mark and patent laws of foreign countries on file in the Bureau is as yet incomplete, it is sufficient for the purpose of answering inquiries in regard to specific provisions in the laws on those subjects in nearly all foreign countries.

"Marcello" Cigars Featured at New Hotel Traymore

"Marcello" cigars, the Key West brand of Duncan & Moorehead, Philadelphia, is featured at the New Hotel Traymore which has recently opened in Atlantic City. This old favorite is exhibited in the three-for-a-quarter, ten cents straight and fifteen cents straight sizes. It has been a leader for thirty-two years and maintains its hold on the smoking public by its unwavering standard of burn and quality.

Joseph S. Gans

One of the recent deaths in the trade was that of Joseph S. Gans, leaf tobacco importer, 150 Water Street, New York City. Mr. Gans' death, which occurred at his home 1871 Seventh Avenue, was due to hardening of the arteries. He was born in Cassel, Germany, in 1845, and came to this country about forty-five years ago. The deceased was widely known in the trade and was a member of the Congregation Rodolph Sholem. He is survived by a widow, four sons and a daughter.

Excellent business on "Decision", a five-cent product manufactured by the Mendelsohn Company of Cleveland, O., is reported by Tinkham Brothers, Buffalo, N. Y.

Trade Jottings

M. A. Gunst & Company are conducting a selling campaign on "Van Dyck" cigars at St. Paul, Minn., under the direction of Nate Shapero.

Julius Rosenthal was a recent visitor to the market of San Antonio, Tex., in the interests of his Bustillo Brothers & Diaz's "Henry the Fourth".

E. H. Gato, Sr., president of the E. H. Gato Cigar Company, in company with Thomas H. Gato, secretary, left Key West, Fla., recently for New York City.

Vannoy & Coughlin, 904 Pacific Avenue, Tacoma, Wash., recently had an excellent window display on "The Lovera" cigar (Jose Lovera Company).

Albert Moss, of the S. R. Moss Cigar Company, Lancaster, Pa., was a recent caller on the trade of Syracuse, N. Y., in the interests of his company's "Say-So" cigar.

R. J. Sherman is no longer connected with Dwyer & Company, Seattle, Wash. He recently resigned and is now making preparations to go to Ship Creek, Alaska.

District Manager Wile, of the United Cigar Manufacturers' Company, was a recent visitor to Lancaster, Pa., for the purpose of sounding business in that territory.

Some pleasing orders were taken recently on the "Bella Mundo" cigar out in St. Louis by Morris J. Levi, vice-president of the Neumann & Mayer Company, Philadelphia, Pa.

Bob Breeder was numbered among recent visitors to Oklahoma City. He was calling on the trade in the interests of "Tadema," manufactured by Arguelles Lopez & Brother.

Andy Riordan is now representing Sanchez & Haya on the Pacific Coast. He formerly represented Frankle, Gerdts & Company in Oregon in the interests of the "Natividad".

Cuesta, Rey & Company "Smokers," packed 250 in a box, and retailing at five cents straight, are having a favorable call, according to Wm. Boucher & Sons, Baltimore, Md., who recently took the brand on for distribution.

As a result of the force of an explosion in a nearby building recently, the interior of the B. Eisele Cigar Manufacturing Company's plant, 1226 Washington Avenue, Minneapolis, Minn., was damaged to the extent of $3000.

"Reynaldo" cigars, manufactured by Luckett, Luchs & Lipscomb, Philadelphia, Pa., are being pushed by Manager Gearhart, of the Central Cigar Company, Columbus, O. This company is distributor throughout Central Ohio on the brand.

Jeitles & Blumenthal, Philadelphia, Pa., have given the George Allanson Company, Milwaukee, Wis., the exclusive right to handle their "Frat" cigars for local distribution. The Allanson Company is to receive its initial order of "Frat" shortly.

I. Harry Sachs, Salt Lake City, representing the American Cigar Company, reports that he is well pleased with the reception being given to the "El Yutan" cigar which he is now placing. He just returned from a trip to Southern Utah and Nevada recently, and stated that both States are proving good territories for the "Chancellor" cigar.

Cincinnati

Collections Show Improvement Jobbers Say—Sterling Gum Company to Start Campaign Soon—J. J. Dittgen Shows Yearning for Rural Life

Cincinnati, O., June 26, 1915.

THE cigar manufacturers are not unusually busy, but the jobbing trade reports that conditions are normal with a marked improvement in collections. The retail trade remains good, but has failed to come up to expectations thus far.

While in the city recently F. C. Dana, of the J. M. Martinez Company of Tampa, manufacturers of the "Norma Martinez" cigar, corraled some good orders for the factory.

According to rumor the Sterling Gum Company expects to start a big campaign in Ohio and it is understood that the beginning will be made in Cincinnati. James Fry, formerly with the American Tobacco Company, has been appointed division manager in Ohio.

Charles N. Krohn & Company, local distributors for the "John Ruskin" cigar, received a visit recently from Harry Lewis, of the I. Lewis Cigar Company, manufacturers of the brand. The distributors were able to report a good increase on the sales of the brand in this territory.

The business of Gonzales & Sanchez Company received attention last week through the visit of Charles Baswitz, of the factory, who came up from Jacksonville to gather in some orders.

John J. Dittgen, of the Dittgen Paper Goods Company, well known to the cigar and tobacco trade, has joined the "back-to-the-farm" movement and has become a charter member by exchanging his residence on East Ledge Avenue, Madisonville, for a seventy-two-acre farm located on the Milford and Blanchester road.

Henry Straus has arrived in San Francisco and is located at the St. Francis Hotel, according to word received at the office.

Henry Alces, of Simon Batt & Company, was a recent visitor in the interests of the "La Verdad" brand, which is moving nicely here.

The Apollo Cigar Company, which acts as distributor for the "Bella Mundo" cigar, made by Neumann & Mayer, Philadelphia, has placed the brand with the Dow chain of drug stores and reports indicate that the cigar is taking in fine shape.

The new store of Henry Straus at Fifth and Walnut Streets is one of the most attractive in town since it has been renovated. The lighting equipment is fine and at night the store is one of the "bright lights" of the section.

The display in the Walnut street store of Straus Brothers & Company has attracted much attention. The decorative feature was a horse show and the whole was used to display Cuesta-Rey cigars. Itan.

The Cigarmakers' Luxury

"Besides the privilege of having newspapers and novels read to him while he works," says an exchange, "the Cuban cigarmaker demands another indulgence—that of cheering his labors with cigars provided by the firm. Every morning six high grade wrappers are handed to him for his own use, and in these he folds as much as he likes of the tobacco supplied him for the day's work. The cigars thus made and consumed are said to cost the Havana tobacco industry a sum of close on $250,000 a year. The head of one great firm once declared that he would willingly make over his factory and plantations to his employes if in return they undertook to give him the cigars they rolled for themselves."

"INVESTIGATING THE TOXIC FACTOR IN TOBACCO"

Notable Views of a Medical Journal—Serious Poisoning by Tobacco Exceptional Occurrences—New Lines for Investigation

ONE of the most valuable contributions to modern tobacco literature is a remarkable article on "The Toxic Factor in Tobacco," with the important results of exhaustive scientific experiments on the subject in "The Lancet," one of the leading British medical journals.

"It must be admitted," it says, "that in spite of the large quantities of tobacco consumed, in spite of its widespread use and the toxic powers of the plant, serious poisonings by tobacco are of exceptional occurrence. This is all the more remarkable if we are to accept the statements in the literature on the subject as to the amount of nicotine present in the leaf and to the poisonous action of this alkaloid, which is said to be quite as rapid as that of hydrocyanic acid. A recent review of the numerous analyses of tobacco which have been published from time to time raises some doubt in our minds as to whether the results given correctly represent the actual alkaloidal contents of the tobacco, and even if we assume that the true amount of nicotine in tobacco is given, it is quite obvious that there is expressed only the toxic estimation of tobacco in terms of nicotine, and not that of the smoke obtained on combustion.

"Further, the methods of smoking tobacco are, of course, different, as is seen in the three chief forms of it, the cigar, the cigarette, and the pipe, and it is conceivable that each of these methods produces a smoke of its own which possesses modified or different properties. It has occurred to us, therefore, that investigation might usefully be pursued on fresh lines, indicated in the following questions:

"Firstly—Are the analytical methods hitherto used in estimating the amount of nicotine in tobacco leaf trustworthy?

"Secondly—What is the relationship of the true amount of nicotine in any tobacco to that in the smoke produced from that tobacco?

"Thirdly—Is the relationship modified by the way the tobacco is smoked in the forms commonly in vogue—the pipe, cigarette and cigar?

"It has seemed to us probable that an inquiry in this direction would throw light upon the comparative immunity from serious nicotine poisoning which tobacco smoking communities enjoy.

"The following conclusions appear to be justified so far as the investigation has gone, reference having been made chiefly to the nicotine contents of various tobaccos and to the fate of that nicotine when the tobacco is consumed by the method of pipe, cigar and cigarette respectively.

"1. Pipe mixtures contain the largest amount of nicotine (2.04—2.85 per cent.). Egyptian and Turkish cigarettes come next (1.38—1.74), Virginian cigarettes showing similar figures (1.40—1.60), while a British cigar contains even less (1.21 per cent.), and a Havana cigar the least of all (0.64 per cent.).

"2. The cigarette, whether Egyptian, Turkish or American, yields the least amount of its total nicotine to the smoke formed, while the pipe yields a very large proportion (in some cases between 70 and 80 per cent.) of its nicotine to the smoke reaching the mouth of the consumer. Analysis of cigar smoke gives figures midway between the two. It should be observed, however, that though the cigarette smoke, according to these experiments, offers the least objection from the point of view of nicotine, there are indications of other products being present in cigarette smoke which are not present in pipe or cigar smoke, and which cannot be dismissed as harmless. It has to be remembered also that it is so often the cigarette smoker who is guilty of excess."

Trade Jottings

Admirable business on "Muriel" cigars is reported by the Hjalmar Boedtker Tobacco Company, Syracuse, N. Y.

Satisfaction is being expressed at the results of the recent newspaper advertising done in Minneapolis, Minn., on the "Savarona" cigar of the Cayey-Caguas Tobacco Company.

Jeitles & Blumenthal, manufacturers of the "Flor de Jeitles", were recently represented in Cleveland, O., by Isidor Mayer, who spent a few days calling on the trade.

The Cliff Weil Cigar Company, Richmond, Va., report that their "Revue" cigar is making admirable progress. It is a five-cent product and is reputed to be a splendid repeater.

"El Gallo", retailing at ten cents and manufactured by the Ruy Lopez Ca., has been taken on for distribution by the Forsyth Company of Jacksonville, Fla.

Val M. Antuono, manufacturer of "C. H. S." cigars, Tampa, Fla., reports a thirty-five per cent. increase in factory output thus far in 1915 over the same period in the preceding year.

"La Azora" cigars are being featured by Sam Hirsch, located at Sixth and Walnut Streets, Cincinnati, O.

An excellent increase in sales is reported by Charles A. Haupt, in charge of the pipe department of Haworth & Dewhurst, Pittsburgh, Pa.

L. J. Whitestone, representing M. Melachrino & Company, was a recent visitor to Columbus, O.

The Morey Mercantile Company, Denver, Colo., reports "Rocky Ford", manufactured by the Union-American Cigar Company of Pittsburgh, Pa., a good seller. They expect a visit shortly from Chris W. Dix, who will visit the Union-American's territory in Western Colorado and Utah in the interests of the brand.

Recent visitors to Seattle, Wash., included Herbert Alexander, of Philip Morris & Company, accompanied by Cliff Newman, Western representative for the Morris Company.

The P. Lorillard Tobacco Company recently sent their crew to Indianapolis, under the direction of C. J. Bolin, for the purpose of introducing their "Beech Nut" tobacco in that territory.

Broadway, near Eleventh Street, Tacoma, Wash., is the location which has been selected by Henry Prince for his third store in that city. Mr. Prince plans to open shortly, and will feature among his leaders the "Juan de Fuca," manufactured by the Morgan Cigar Company, of Tampa, Fla.

Yield of Tobacco in Greece

Exports of tobacco from Old Greece to the United States declined in 1914 by $67,223, as compared with the preceding year. The decline, according to the statement of a prominent shipper, is due to the fact that in 1913 there was an unusually heavy movement of this commodity to the United States. On arrival it was found to be below the standard, and some of it was returned; this made shippers cautious in 1914 and tended to reduce the volume of the movement.

During the past year the district of Argolis-Corinthia produced about 4,232,250 pounds of tobacco, which went almost entirely to Italy and the Netherlands, much of which found its way into Germany. The price of this tobacco was 6 to 8 cents per pound.

In the Province of Attica is grown a tobacco known as "Basma". The total yield of this quality is small, amounting in the past year to some 85,000 pounds, which was sold for delivery in 1915. Prices were 20 to 23 cents per pound.

A small quantity of tobacco is grown in the islands of Amorgos and Paros, of the Northern Cyclades, the yield for last year being estimated at 225,000 pounds, which is for delivery in the current year. Prices ranged from 17 to 20 cents per pound.

The principal tobacco-producing section of Old Greece is in Thessaly. In 1914 on its fertile plains were cut more than 10,000,000 pounds of this plant, the prices paid to the growers being from 17 to 20 cents per pound. These prices were in excess of the preceding year, and may be ascribed in a large measure to the closing of the Dardanelles, which has affected trade in so many lines.

Local buyers estimate the crop of 1914 as being twenty per cent. ahead of the preceding twelve months, and of superior quality. Although weather conditions during the season were unfavorable, yet the increase in the area under cultivation which has marked recent years was sufficient to more than offset the effects of this. The tobacco-buying season begins here in August; should the Dardanelles be opened by that time, allowing the entry of outside supplies, the situation would be difficult for local dealers.—"Commerce Reports."

Wm. Recker Cigar Co. Discontinues

After fourteen months' activity announcement is made that the William Recker Cigar Company, St. Louis, Mo., is to discontinue its cigar and tobacco jobbing business. The stockholders have concluded that the venture was proving an unprofitable one. This action on the part of the stockholders, however, will not preclude the payment of all accounts in full. The cigars on hand are being disposed of in job lots, while the stock of tobacco which remained unsold has been taken over by the Peter Hauptmann Tobacco Company. William Recker, who organized the Recker Company, has not announced his plans for the future, although it is stated that Lee Heins, a former Recker salesman, will identify himself, starting July 1st, with the William A. Stickney Cigar Company.

Combination Store to Open in August

When in August next the combination grocery store, meat market, confectionery, ice cream saloon and cigar store opens in the building at Fifth Street and Grand Avenue, Milwaukee, Wis., formerly known as Barrett's Department Store, J. E. Bernheimer, East Side barber and cigar man, will be in charge of the cigar department. Mr. Bernheimer has been identified with the cigar business for a long time, and the success of his department in connection with the other combinations will be watched with interest.

"1860" Panatella, manufactured by S. Monday & Sons, and handled locally by Simon Shissler, Lancaster, Pa., is proving a winner, according to Mr. Shissler.

Tobacco Sales in Amsterdam

At the Sumatra inscriptions held in Amsterdam on the eleventh little tobacco suitable for American use was in the market, but the small amount that was usable brought prices almost one hundred per cent. above estimates.

Eighteen thousand and fifty packets of Sumatra and 1799 packets of Borneo were offered.

As a whole the tobacco consisted of minor qualities, so that very little was suitable for America and only a few hundred packets went that way; the prices paid, however, were good. The Austrian regie was a strong buyer and took the greater part of the cheaper tobacco, which realized high figures.

The Senembah Company again made the highest price at 202 cents per half-kilogram for 291 packets. The Deli Company made some good prices—967 packets went at 163 cents and 503 packets at 139 cents. Further, 369 packets of the Medan Tobacco Company realized 132 cents, while the United Lankat Plantations sold 533 packets at 133 cents and 358 packets at 117 cents; another, 328 packets of this company realized no more than 70 cents. All the other tobacco remained under a guilder.

The New Darvel Bay (Borneo) Tobacco Plantations sold 976 packets at 68 cents.

At the five sales of tobacco in Amsterdam held up to May 25th, 79,502 packages of Sumatra were sold at an average price of 1.43 florins ($0.57) per half kilo (1.10 pounds). The average price at the five corresponding sales in 1914 was 2.05 florins ($0.82), when 78,663 packages were sold.

At the same sales this year, 3046 packages of Borneo tobacco were sold at an average price of 0.78 florins ($0.31) per half kilo. In 1914, at the corresponding sales, 2969 packages were sold at an average price of 1.10 florins ($0.44).

The lower prices this year are attributed to an inferiority in quality compared with the crop sold last year, and also to the almost entire absence of German buyers, which reduced competition among the purchasers.

The next sales this year will occur July 2d and 9th.

American Tobacco Company to Build in Brooklyn

A recent statement is to the effect that early in August work will be begun upon a factory which will be one of the largest in Brooklyn, and in which approximately 2000 persons will have employment after the structure is completed.

The project is that of the American Tobacco Company, which intends to make it the finest cigarette factory in the world. The structure will cover an area of 200 by 230 feet, and will be five stories in height, the construction to be of reinforced concrete throughout.

The site of the proposed building, plans for which are being prepared for the company by Francisco & Jacobus, is at the corner of Park and Nostrand Avenues, formerly a car barn of the Brooklyn Rapid Transit Company, which property was acquired by the American Real Estate Company through Charles Lyons, of the brokerage firm of L. J. Phillips & Company, in 1912.

The new structure, which the company expects to have completed early in 1916, will be a model of its kind, and will contain many structural and social welfare features. It will cost in the neighborhood of $500,000, exclusive of the site.

"Mile High" a Good Seller

"Mile High," a seed and Havana cigar manufactured by Charles H. Lord, Denver, Col., and known locally for a number of years, is having a good call just at this time. This brand has achieved success to a greater or lesser degree at various times throughout its existence, but since again coming under the direction of Mr. Lord, its original sponsor, the demand seems to have been revived.

San Francisco

City Salesmen Complain of Retail Trade—Progress Noted on "Flor De Moss" and "Say-So" Brands—Edward Wolf Now Coast Representative for "Tadema"

San Francisco, June 22, 1915.

FROM the number of traveling cigar salesmen now abroad in the land it is apparent that the Coast business as a whole must be picking up. Six months ago most of the manufacturers' representatives and the traveling men from local jobbing houses were keeping pretty close at home; and it was pretty generally understood that they were saving money by doing so. Now, though there is still some complaint that business is not up to the standard, it seems pretty clear that the profits on a trip are at least equal to the traveling expenses, since nearly every salesman in the territory is making the rounds. The vogue for lower priced goods is still hitting the travelers for clear Havana houses pretty hard; but even these are doing a lot better than they were.

But, while the lot of the outside salesmen is improving, his fellow in the city is still having his troubles. Many small retailers have acquired the habit of buying in such very small quantities that a city salesman can no longer afford to call on them; and the situation is made intolerable by the almost universal custom among city salesmen of spending some money at least with all their customers. One man claims that he has customers with whom he finds that he has been spending an average of fifty cents for every hundred cigars which he sells them. Wholesalers and salesmen are unanimous in condemning the practice of spending money with every customer, and they point to the fact that no haberdashery salesman is expected to buy a few neckties of each of his customers. Nevertheless, no cigar man of genius has found a way to get rid of the troublesome and expensive custom.

Henry Straus, a Cincinnati tobacco man, is in San Francisco taking in the Exposition this week in company with his brother.

The season has opened well for the "Bandero" five-cent Havana line of the Jose Lovera Company in this territory according to Major Burrows, the factory representative. Both his city and his country travelers are doing well. A. Betzel, the outside man, is now up in the Humboldt section taking the best orders he has booked for a long time.

Herman Moss, of S. R. Moss Company, of Lancaster, came in from the South a few days ago and is now looking after the local end of the business in conjunction with H. L. Judell & Company, the San Francisco distributors. He is well pleased with the progress made here with the "Flor de Moss" and "Say-So" line, especially with the action he is getting on the "Say-So" line in cartons of five each. In the "Flor de Moss", the Longfellow size is a great favorite in the San Francisco territory.

The John Bollman Company, cigarette manufacturers of this place, have completed plans for a four-story and basement reinforced concrete factory and warehouse building to be erected at the corner of Brannan and Fourth Streets in this city. The building will cost about $400,000. The factory of the John Bollman Company is now located at the corner of Battery and Commercial Streets.

Louis Erdt, the "Malacrino" man, who has been detained in San Francisco by illness for some time, is now away on one of his long trips which will take him through Oregon, Washington, Idaho and Montana.

M. A. Gunst & Company are doing a tremendous business in nickel goods this summer, the "Owl", of course, leading and the "Little Bobby" coming in second.

Adolph Judell, son of H. L. Judell, the veteran cigar jobber, was married in San Francisco this week to Miss Mabel Lecy, of San Francisco. Adolph Judell is Commissioner of the Board of Works of San Francisco.

The Manufacturers' Tobacco Company of Los Angeles, which is interesting itself in the buying of the Fresno County, Cal., crop of Turkish tobacco, is about to place some of its capital stock at the disposal of the tobacco growers of that section. At least some of the Fresno people are asking the Corporation Committee of California to investigate the company for the purpose of ascertaining its reliability and trustworthiness.

H. L. Judell, the San Francisco jobber, is now in Columbus, O., in attendance on the annual meeting of the United Commercial Travelers' Association. He is due to return to San Francisco about the end of the month.

D. M. Superstein, formerly of the Pacific Cigar Company of San Francisco, and well known in the wholesale trade of the Pacific Coast and Rocky Mountain States, has entered the retail business, having taken an interest in the Krumb & Mierson store at Stockton and Market Streets, one of the best known stands in the city.

Edward Wolf, the local wholesaler, who, besides acting as distributor for a number of lines of cigars, is now the Coast representative of Arguelles, Lopez & Brother, left for Los Angeles a few days since to look after the interests of the latter company's "Tadema" line in Southern California. The California Cigar Company of Los Angeles is acting as Southern California representative for the "Tadema" cigar.

C. H. Knubel, the California Street broker, returned from Los Angeles last week and left a few days later for a stay of several months in his northwestern territory. Mr. Knubel is the Western representative of the "Charles the Great".

Arthur Meyer, the Pacific Coast representative of Bustillo Brothers & Diaz, returned from Southern California early in the week and is now working the San Francisco trade in the interest of the "Alexander Humboldt". The central and northern California distribution of the "Alexander Humboldt" has long been with Michalitchke Brothers & Company, California Street wholesalers.

E. A. Cohen, advertising manager for M. A. Gunst & Company, has returned from a short country trip and is now busy getting out the plans for some new and handsome electric signs. He regards the outlook for the cigar trade as much improved.

Charles Becker, a retail cigar man of San Jose, Cal., has been taking in the Exposition and visiting the trade this week.

Allen.

Cigarettes Sold in Ohio Not Bad Says Report

The Chief Drug Inspector of the Dairy and Food Division of the Ohio State Department of Agriculture has made a specific examination and analysis of cigarettes sold in the state and has made a report to the effect that he finds them slightly lower in nicotine than other forms of tobacco.

After showing that there was found no added medicinal substances of a narcotic nature in the tobacco found in all cigarette specimens obtainable; that there was found in paper wrappers nothing except chemicals designed to regulate their burning qualities, and that the tobacco in cigarettes was found generally to be slightly lower in nicotine than the average leaf tobacco, the report sums up as follows:

"The well known evil effects of habitual cigarette smoking must be attributed to the inhalation of the smoke or the products of combustion rather than any added narcotic in either the tobacco or the papers."

TOBACCO NOT GREAT STAPLE OF COLOMBIA

Germany Market for Country's Production—Product Not Under Government Control or an Exclusive Concession

TOBACCO is not one of the great staple products of Colombia, although the leaf grown locally is said to be of good quality. It is grown on the coastal plan and along the upper Magdalena River. There is no serious attempt at scientific cultivation, and high protective import duties on manufactured tobacco have apparently failed to stimulate local manufacture and production, as was anticipated.

Germany offers the best market for Colombian tobacco. During 1914 the total exports of tobacco from this port, according to customs statistics, amounted to $178,900, of which eighty-two per cent. went to Germany. The elimination of this outlet has naturally caused a drop in the value, and tobacco is now selling at six cents a pound. During 1914 the exports to the United States were valued at $3051, according to the customs statistics, but the exports declared at this consulate amounted to only $777, as against no declared exports in 1913.

A great portion of the local tobacco is used by the cigar and cigarette factories located in this city and other cities. These factories also import considerable quantities of leaf tobacco, which is made into cigars and cigarettes for the best trade.

During the calendar year 1914 the imports of tobacco at Cartagena amounted to $33,747, as against $21,307 for the fiscal year ended June 30, 1914. The imports from the United States in 1914 amounted to $28,856, and were made up as follows: Leaf, $12,304; smoking, $11,277; chewing, $186; cigars, $955; cigarettes, $4134. France supplied $1707 worth of tobacco of all kinds and England $938 worth. Leaf and smoking tobacco constitute the bulk of the imports. Almost everybody uses tobacco. Cigarettes are the most popular form in which the plant is used, while perhaps only twenty-five per cent. of smokers prefer cigars. Practically no chewing tobacco is used except by a very few foreigners.

The only factory of importance in Cartagena was established in 1899 and until 1903 cigarettes were made by hand. Habana and local tobacco are both used in the factory. The exact output is not known, but the factory enjoys a very good local sale and also ships considerable quantities to interior points.

Tobacco is not under government control, nor is the exclusive concession farmed out as in other countries. The high import duties and the excise taxes recently established yield a considerable revenue, but the industry under such burdens can not hope to reach its highest development. The import duties, the same for all countries, are as follows: Cigarettes, $4 per kilo ($1.81 per pound); cigars, $3 per kilo ($1.36 per pound); cut or leaf, $2.50 per kilo ($1.13 per pound); chewing and snuff, $2 per kilo ($0.91 per pound).

The excise taxes imposed this year (internal revenue) are as follows: (1) Cigarettes of foreign manufacture or of foreign tobacco in packages of 30 grams (1.06 ounces) or less, $0.02; for each additional 15 grams (0.53 ounces) or fraction, $0.01; (2) tobacco leaf, chewing or smoking, of foreign growth, $0.80 per kilo ($0.36 per pound); (3) cigars, foreign made or containing tobacco of foreign growth, $1 per kilo ($0.45 per pound).

The population of this consular district is estimated at 300,000 and under normal conditions the sales of manufactured tobacco are large.

Considering the import duties, cost of labor, taxes and other features, it appears more feasible to manufacture locally. Whether any concession could be obtained from the central government can be ascertained only in Bogota, the capital. Judging from the success of other lines manufactured locally (flour, shoes, soap, matches, etc.), foreign competitors would have no chance against a local factory properly operated.—"Commerce Reports."

Trade Jottings

L. B. McKitterick, president of M. Melachrino & Company, was a recent visitor to Pittsburgh, spending a few days in the city.

"Yacht Club," a smoking tobacco packed in 10-cent tins, has been introduced to the Boston market lately by the P. Lorillard Tobacco Company.

"Silver Kings," Havana seconds, is a new 5-cent proposition just launched on the Buffalo, N. Y., market by J. Merriam, of J. W. Merriam & Company. It is meeting with a favorable demand.

Lee Billings, representing P. Pohalski & Company, recently spent a week with the Yahr & Lange Drug Company, Milwaukee, Wis., in the interests of his company's well known "First Consul."

Henry Seibert, Jr., head of the Perfecto Cigar Company, Columbus, O., which company operates a chain of six stores throughout that city, has been elected the retail cigar merchant member of the local Rotary Club.

Having a large distribution in Louisville, Ky., and preferring not to depend upon the Indianapolis branch for its supplies, W. T. Eisenlohr recently opened an agency for "Cinco" cigars at 638 West Jefferson Street, that city.

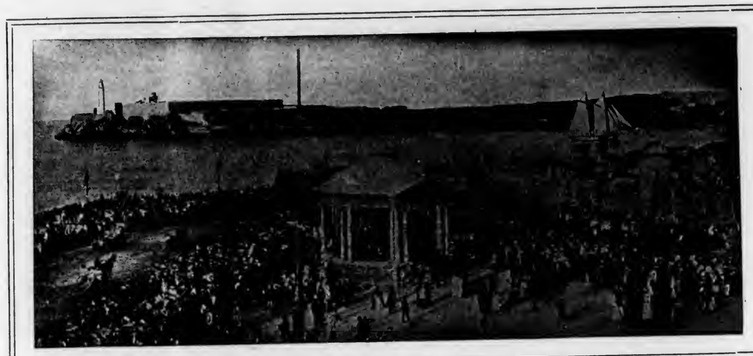
The building at 415 North Howard Street, Baltimore, Md., has been leased by the American Tobacco Company. It is rumored that the structure will be used as a premium station following numerous improvements which are contemplated.

"Armas Del Rey," manufactured by McKee & Potter, and the leader of R. D. Dingman & Company, Tacoma, Wash., is reported to be having an excellent call. The Dingman Company recently moved into its new quarters at 314 National Realty Building, on Pacific Avenue, Tacoma.

"Vega A-1," Cuban style, is a new 5-cent cigar just recently placed on the market by Winfrey & Parker, 8 South Tenth Street, Tacoma, Wash. This company recently moved into its present location since which time it is stated that they have been realizing some nice business.

Dakota, Wyoming and Montana territory is now being covered in the interests of the complete line of products of the Juan F. Portuondo Cigar Manufacturing Company, Philadelphia, by this company's representative, T. S. Hall, in conjunction with the Stone-Ordean-Wells Company.

Report from Richmond, Va., is to the effect that work on the new addition to the plant of the Falk Tobacco Company, that city, is being pushed aggressively, and that it is hoped to be able to occupy the structure in the early fall. J. L. Hoffman and Albert Falk were visitors locally recently.



The Cuban Market

From Our
Exclusive Bureau
74 Virtudes

Havana, Cuba.

Havana, June 23, 1915.

DURING the last fortnight our market has been a little quieter, as the volume of sales shows a decrease in the number of bales which have changed hands. Although we have had a number of buyers in town, the majority of them displayed no anxiety to operate upon a large scale, and were content to supply their most pressing, momentary needs. A good many of them went to the country to convince themselves of the actual state of the crop which is now being manipulated by the vegueros. Partido has attracted the most attention, as wrappers are sorely needed, but while we have seen some splendid looking wrappers it is asserted that the quantity will be very limited. What has come to hand of the new Vuelta Abajo crop has been very poor stuff, without any quality, being washed out entirely. However later on we may receive some better styles, although in general the quantity is also bound to be small.

As far as Remedios is concerned we have only heard of two houses, established in Havana, which have commenced to do some buying upon a limited scale. While the prices paid for the bundled tobacco apparently are low, it remains to be seen later on whether the yield in first and second capaduras will be such as to stand the high cost of the packing and the eventually very low prices obtainable for the lighter styles and ordinary classes, because this year we may be unable to count upon the German demand. As the laboring classes insist upon the former high wages, or otherwise refuse to work, it is reported from the Santa Clara province that the farmers may be obliged to do the bulk of the packing themselves. Reports as to quantity, as well as to quality, are still so mixed that we shall abstain from saying anything about either this time.

However there is no doubt in our mind that the 1914 crop will be eagerly sought after this coming fall, and that prices are bound to become firmer, as we cannot help but think that business in the United States will be good this fall. Evidently a few American manufacturers and dealers share this opinion, and have backed up the same by investing liberally, while on the other hand others were more skeptical as to the future.

The French Regie through its resident Minister has been in our market securing several hundred bales of old, choice Vuelta Abajo vegas, which contained some wrappers and caperos, paying a good price for them.

Sales during the fortnight totaled 6861 bales, which divided represented: Vuelta Abajo and Semi Vuelta, 3554; Partido, 234, and Remedios, 3073 bales.

Buyers were: Americans from the North, as well as American firms established here, 5101; exporters to Europe, 485, and our local manufacturers of cigars and cigarettes, 1275 bales.

Exports of leaf tobacco from the port of Havana up to June 16, 1915, were 6774 bales, which were distributed to the following countries, viz.: To all ports of the United States, 5262; to Canada, 590; to England, 100; to the Canary Islands, 124; to the Argentine Republic, 570; to Uruguay, 119; to the United States of Colombia, 6; to Costa Rica, 2, and to Chile, 1 bale.

Receipts of Leaf Tobacco From the Country

	For two weeks ending June 17, 1915.		Since January 1, 1915.	
Vuelta Abajo	3,309	bales	44,095	bales
Semi Vuelta	443	"	3,799	"
Partido	74	"	2,095	"
Remedios	695	"	57,338	"
Oriente	55	"	7,805	"
Total	4,576	"	115,132	"

Buyers of Leaf Tobacco That Come and Go

Arrivals—From New York: Ernest Ellinger, of Ernest Ellinger & Company; Fred Davis, of S. I. Davis & Company; Jose M. Diaz, President of the Preferred Havana Tobacco Company; S. Wallach, of G. Falk & Brother; Bernhard Lichtenstein, of Lichtenstein Brothers; Henry Bernheim, of J. Bernheim & Son, and Lewis Cantor, of Lewis Cantor.

From Tampa: Salvador Rodriguez, accompanied by his son, Delfin Rodriguez, owner of the Charles the Great factory; Phillip Verplanck, of Verplanck & Company.

From Boston: Albert W. Kaffenburgh and Walter A. Kaffenburgh, of I. Kaffenburgh & Sons.

Returned—Antonio Allones, of Allones, Ltd.; Reginald Bray, of Ernest Ellinger & Company.

Departures—To New York: S. Ruppin, Aleck Goldschmidt, August Kuttnauer, J. V. Flanigan, Valeriano Gutierrez.

To Tampa: Salvador Rodriguez and Delfin Rodriguez, Jose Escalante.

Cigars

There is very little change to note in the volume of business transacted in our cigar factories, some of the larger ones working as strong as heretofore, while the smaller ones are complaining that orders are not coming forward as they had expected they would. Great Britain remains our chief standby, while the United States are still backward in their sending us larger orders. The minor countries do not show any improvement to speak of, although we hear that the Argentine Republic is beginning to emerge from its long continued financial crisis, and is beginning to order more freely. There is some business to be had from Germany, but as there is a string to it, only wealthy manufacturers are able to execute such orders by way of the neutral countries.

Partagas evidently has reason to be contented with the way business is going on, as orders are never lacking from all the principal consuming countries, and its United States and Canadian representative, Robert E. Lane, being known as a hustler from the word go, manages to do more than his share even in the dull times.

Romeo y Julieta continues to be as busy as heretofore, as there is no slacking up in the receipt of calls for "Romeo y Julieta" cigars from the whole world.

H. Upmann & Company have been phenomenally busy—considering the depression in business owing to the European war—as they shipped a little over half a million cigars during the past fortnight. In former times, when they shipped as high as one million weekly, they would have considered this poor business, but unfortunately for all of us the times have changed and we have to apply a different standard at present.

Sol and La Devesa de Murias are working normally upon a fair order slate at present, although Behrens & Company would not object to having more orders pending execution.

Por Larrangas has noted a slight falling off in the receipts of fresh orders, but having a full supply of old orders to fulfill yet they can afford to wait a while.

The Corona factory, of Henry Clay and Bock & Company, was awarded the Grand Prize by the jury of the Panama-San Francisco World's Exposition for excellence of quality and workmanship.

Leaf Tobacco

Camejo & La Paz were sellers of 595 bales of Vuelta Abajo and Remedios leaf during the last fortnight.

Aleck Goldschmidt purchased 525 bales of leaf for account of his firm of A. Bluemlein & Company, New York.

Rodriguez, Menendez & Company closed transactions amounting to 500 bales of Vuelta Abajo.

Salvador Rodriguez added 530 bales of choice Vuelta Abajo vegas to his holdings of leaf.

Jose C. Puente & Company disposed of 413 bales of Remedios and Partido to their customers.

S. Ruppin, according to our advices, acquired around 497 bales of leaf during his stay.

Jose F. Rocha sold 277 bales of Vuelta Abajo, Partido and Remedios during the fortnight here.

Herrera, Calmet & Company turned over 236 bales of Remedios to their customers in the last two weeks.

Cifuentas, Fernandez & Company purchased around 500 bales of Vuelta Abajo for their Partagas factory.

We hear there is a movement on foot to put the prices for leaf tobacco in American or Cuban gold, instead as heretofore in Spanish gold, as the latter coin is subject to too many fluctuations, and finally has to leave here at all events. As exchange on New York is below two per cent. at present, the hardship would not be great on American buyers of leaf.

Exporters of leaf tobacco from the port of Havana above 200 bales during the fortnight ending June 16th were:

Virgilio Suarez	1,520 bales
Cuban Land and Leaf Tobacco Company	656 "
Maximilian Stern	499 "
J. Bernheim & Son	591 "
H. Upmann & Company	311 "
Menendez & Company	281 "
Manuel Suarez	277 "
J. F. Berndes & Company	272 "
Walter Sutter & Company	259 "
M. A. Gunst & Company	218 "
	Oretaniv.

Leaf Tobacco Notes

WISCONSIN

Edgerton, Wis.

Growers have been transplanting under the most favorable conditions. The bulk of the crop is now safely set out in the fields. While the wet weather delayed the planting the condition of the soil indicates that the crop will get well rooted and nicely started.

Business is quiet with the packers, although a few of them will be busy for a while yet. Shipments out of storage have been moderate.

CONNECTICUT

Suffield, Conn.

The recent rains did thousands of dollars worth of good to the tobacco crops in this section, and while the wind and heavy downpour damaged some of the plants recently set out, they were easily replaced.

About 5000 acres are under cultivation in this section and the outlook for a bumper crop is excellent. Until the past week the plants had been doing poorly and a good growth was despaired of. The farmers have now finished setting out the plants and are most optimistic regarding the future of the crop this year.

PENNSYLVANIA

Lancaster, Pa.

Last week's hail storm did virtually no damage to the newly planted tobacco crop of Lancaster County, as the plants were too small to be damaged. The great rainfall of the same storm, however, washed out many plants, necessitating replanting.

The cigar industry of the county is showing decided symptoms of improvement, there being no factories idle now. The leaf trade, too, is picking up, though there has as yet been no advance in prices over those of last winter.

Tobacco Cultivation in Chosen, Korea

The annual importation of yellow tobacco leaves from America by local manufacturers as material for the manufacture of cigarettes amounts to about 828,000 pounds. In view of this the Government General has for several years been carrying on experimental plantations of American tobacco in Chosen. It has shown that the climate and soil of this country are well suited for the cultivation of this species. In 1912 the Government General established a station in Choongju, North Choongchongdo, for experimental work and at the same time for the encouragement of its cultivation among the local farmers. The result was satisfactory, the area of land devoted to this tobacco being steadily on the increase. In the first year (1912) the ground planted with it was only 37 acres, but last year it increased to 294 acres, with a crop weighing 331,200 pounds. As the cultivation is carried on only under the direction of the experiment station, cultivators are required to secure permission of the authorities before planting (in January or February). Since tobacco leaves produced on one acre of ground range in value from $40 to $80, the yield is quite lucrative to the farmers. Under the circumstances many farmers are now anxious to undertake its cultivation; but, bearing overproduction, the authorities believe it advisable to restrict the area. It is reported that 1225 acres is the area for which permission has been requested for 1915, but that the aggregate area destined to receive official permission is only 490 acres.—"Commerce Reports."

Patents of Interest to Tobacconists

No. 1,099,114, Tobacco Packaging Machine, Edward L. Bracy, Scotland Neck, N. C.

No. 1,098,485, Pipe, Robert H. Dimock, St. Louis, Mo.

No. 1,098,952, Cigar-tip Cutter, Arthur H. Merrill, Hartford, Conn.

No. 45,892, Design, Cigar Holder and Ash-tray, Stanley Ronda, Toledo, O.

No. 1,099,541, Pipe Cleaner, Albin C. Eek, Webster Groves, Mo.

No. 1,099,260, Machine for Treating Tobacco Stems, Frank Lauhoff, Detroit, Mich.

No. 1,099,556, Pipe Cleaner, Henry W. Lee, St. Louis, Mo.

No. 1,099,574, Pipe, James T. Sargent, Merchantville, N. J.

No. 1,099,965, Wooden Pipe for Smoking Tobacco, Henry S. Chapin, Rockville Center, N. Y.

No. 1,100,364, Cigar Cutter, Nelson C. Fontneau and A. Person, Attleboro, Mass.

No. 1,099,983, Combined Pouch and Cigarette Making Device, Henry A. Kessler, Berkeley, Cal.

No. 1,100,377, Tobacco Pipe, Frederick J. Kieser, Chicago, Ill.

No. 1,100,043, Match Safe, Hans L. Wilson, Greenburg, Pa.

No. 1,100,948, Tobacco Stemming Machine, Robert J. Boltz, Philadelphia, Pa.

No. 1,101,507, Machine for Applying Bands to Cigars, Wm. C. Briggs, Winston-Salem, N. C.

No. 1,101,309, Cigarette Box, Aaron Mendelson and S. J. Goldberg, New York, N. Y.

No. 1,101,310, Cigar and Cigarette Box, Aaron Mendelson and S. J. Goldberg, New York, N. Y.

No. 1,101,311, Cigarette Box, Aaron Mendelson and S. J. Goldberg, New York, N. Y.

No. 1,101,312, Cigarette Box, Aaron Mendelson and S. J. Goldberg, New York, N. Y.

No. 1,101,313, Cigarette Box, Aaron Mendelson and S. J. Goldberg, New York, N. Y.

No. 1,102,003, Smoker's Set, Sidney W. Cohn, Chicago, Ill.

No. 1,102,865, Tobacco Pipe Stem, Hugh M. Browne, Cheyney, Pa.

No. 1,102,925, Holder for Cigars and Cigarettes, Pierre H. Hounget, Vonda, Saskatchewan, Canada.

No. 1,102,692, Device for Feeding the Tobacco in Cigar-bunching Machines, Rudolf Schmitt, Frankfort-on-the-Main, Germany.

No. 1,102,704, Cigar Box, Eugene Vallens, New York, N. Y.

No. 46,053, Design, Cigar Cutter, Joseph Kaufman, New York, N. Y.

No. 1,103,168, Tobacco Pipe Protector, Frank E. Barnickle, Tierra Buena, Cal.

No. 1,103,134, Tobacco Pipe Cleaner, Wm. E. Elam, Washington, D. C.

No. 1,103,361, Cover for Tobacco Pipes, Max Jagemann, New York, N. Y.

No. 1,103,307, Cigar Lighter, Michael McAneny, St. Louis, Mo.

No. 1,103,837, Tobacco Pipe, Edward Redfern, Auckland, New Zealand.

No. 1,103,893, Tobacco Stemming Machine, James P. Scovill, Troy, N. Y.

No. 1,103,641, Tobacco Stemming Machine, Wm. C. Woodcock, Jr., Newark, N. J.

No. 46,102, Design, Ash-tray, Pasquale Rossotto, New York, N. Y.

No. 1,104,654, Tobacco Pipe, Charles B. Gilliland, Chicago, Ill.

No. 1,104,203, Smoking Pipe, Louis B. Linkman, Chicago, Ill.

No. 1,104,529, Cigarette Box, Aaron Mendelson and S. J. Goldberg, New York, N. Y.

No. 1,104,068, Tobacco-pipe Filler and Pouch for Use Therewith, Downes E. Norton, London, England.

No. 1,104,137, Sanitary Cigar Cutter, Henry P. Roberts, Boston, Mass.

No. 1,104,155, Buncher and Bander, Wm. Watts, Louisville, Ky.

No. 1,105,182, Cigarette Box Opener, George A. and J. Caspers, New York, N. Y.

No. 1,104,779, Cigar and Making Same, Franklin S. Cooley, Brookline, Mass.

No. 1,104,794, Apparatus for Turning Cigar Bunches in the Molds, Jacob Hack, Hanau, Germany.

No. 1,105,139, Match Lighter, Richard P. Hart and T. W. Kirkman, New York, N. Y.

No. 46,165, Design, Stand for Holding Cigars, Pipes, Matches and Lighters, Henry Fink, Newark, N. J.

Labels

No. 17,764, "L. B." for Cigars, Ludwig Brothers, Chicago, Ill.

No. 17,768, "Hyde Park" for Cigars, The Wiedmann-St. Louis Cigar Box Company, St. Louis, Mo.

No. 17,769, "Hyde Park" for Cigars, Wm. Zoellner, St. Louis, Mo.

No. 17,777, "Gompers" for Cigars, Saml. Gompers, New York, N. Y.

No. 17,778, "La Paloma" for Cigars, T. H. Hart Company, Philadelphia, Pa.

No. 17,780, "La Prenda" for Cigars, La Prenda Cigar Company, Milwaukee, Wis.

No. 17,781, "Don Juarez" for Cigars, Pedro P. Martinez, Dallas, Tex.

No. 17,782, "La Fortuna" for Cigars, The Moehle Lithographic Company, New York, N. Y.

No. 17,783, "Havana Beauty" for Cigars, The Moehle Lithographic Company, New York, N. Y.

No. 17,784, "La Mareina" for Cigars, The Moehle Lithographic Company, New York, N. Y.

No. 17,785, "La Suprema" for Cigars, The Moehle Lithographic Company, New York, N. Y.

No. 17,786, "Choice Pick" for Cigars, The Moehle Lithographic Company, New York, N. Y.

No. 17,787, "Planter's Punch" for Cigars, The Moehle Lithographic Company, New York, N. Y.

No. 17,788, "El Adepto" for Cigars, The Moehle Lithographic Company, New York, N. Y.

No. 17,795, "Seeandbee" for Cigars, The Shelby Cigar Company, Shelby, O.

No. 17,799, "Security Seal" for Cigars, Wiedmann-St. Louis Cigar Box Company, St. Louis, Mo.

No. 17,808, "State Seal" for Cigars, Noack & Klaudt, Tripp, S. D.

No. 17,817, "Louis' Double Wrapped 5c Cigar" for Cigars, L. Chodat Company, Decatur, Ill.

No. 17,825, "Regional Bank" for Cigars, Kraus & Company, Baltimore, Md.

No. 17,848, "Las Dalagas" for Cigars, Lake Cigar Co., New York, N. Y.

No. 17,850, "Canal Cigarettes", Shulem J. Marchosky, New York, N. Y.

No. 17,855, "Asche Kayton" for Cigars, Anthony Stefanowski, Detroit, Mich.

No. 17,862, "11 'Round the World" for Cigars, J. Fred Wilcox, Chicago, Ill.

No. 17,866, "Ga Lo" for Cigars, Geo. E. Burch, Medina, N. Y.

THE TOBACCO WORLD REGISTRATION BUREAU

The Tobacco World, established in 1881, has maintained a Bureau for the purpose of Registering and Publishing claims of the adoption of Trade-Marks and Brands for Cigars, Cigarettes, Smoking and Chewing Tobacco, and Snuff. All Trade-Marks to be registered and published should be addressed to The Tobacco World Corporation, 236 Chestnut Street, Philadelphia.

One Dollar for each title must accompany all applications. In case title or titles cannot be registered owing to prior registration, same will be returned immediately, less our usual charge for searching and return postage, or it will be credited if desired.

☞ Positively no responsibility assumed for errors, duplications or any controversies which might arise. We will not under any circumstances act in a legal capacity in cases concerning disputed titles. We maintain a bureau of records only.

REGISTRATIONS

PARODI:—30,966. For cigars, cigarettes, cheroots and stogies. June 12, 1915. Parodi Cigar Co., New York, N. Y.

TENNENBAUM'S 316:—30,967. For cigars, cigarettes and tobacco. June 12, 1915. F. M. Howell & Co., Elmira, N. Y.

CENTELLO:—30,968. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. June 14, 1915. Pasbach-Voice Litho. Co., New York, N. Y.

NEUTRALITY:—30,969. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. June 14, 1915. Pasbach-Voice Litho. Co., New York, N. Y.

EVER AFTER:—30,970. For cigars. June 14, 1915. John J. Hochgesang, Buffalo, N. Y.

GREEK TROPHIES:—30,971. For cigarettes. June 14, 1915. John Booras, New York, N. Y.

GERMAN TROPHIES:—30,972. For cigarettes. June 14, 1915. John Booras, New York, N. Y.

BOXFORD:—30,973. For cigars. June 15, 1915. Boxford Cigar Co., Philadelphia, Pa.

GREEK VICTORIES:—30,974. For cigarettes. June 16, 1915. John Booras, New York, N. Y.

GERMAN VICTORIES:—30,975. For cigarettes. June 16, 1915. John Booras, New York, N. Y.

SPEEDWAY PARK:—30,976. For cigars. June 16, 1915. Schmidt & Co., New York, N. Y.

MISS AKRON:—30,977. For cigars, cigarettes, stogies and smoking tobacco. June 16, 1915. J. Friedlander, Cleveland, O.

IN-B-TWIXT:—30,978. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. June 17, 1915. Kraus & Co., Baltimore, Md.

EMEFF OF PHILADELPHIA:—30,979. For cigars. June 17, 1915. Morris Feinstein, Philadelphia, Pa.

GREEK TRIUMPHS:—30,980. For cigarettes. June 18, 1915. John Booras, New York, N. Y.

SHALIMAR:—30,981. For cigars, cigarettes and tobacco. June 18, 1915. M. Trelles & Co., New Orleans, La.

PEACE:—30,982. For stogies. June 18, 1915. Enelow Cigar Co., Pittsburgh, Pa.

KLAXON:—30,983. For cigars, cigarettes and tobacco. June 21, 1915. The Holcomb Cigar Co., Binghamton, N. Y.

JEFFERSON SPECIAL:—30,984. For cigars. June 21, 1915. Cadillac Cigar Box Co., Detroit, Mich.

H. J. R.:—30,985. For cigars. June 21, 1915. H. J. Rechlin, Milwaukee, Wis.

IBERNIA:—30,986. For cigars. June 21, 1915. Greenwood & Co., Savannah, Ga.

STEMPER AMENDMENT:—30,987. For cigars. June 22, 1915. Foster & Hays Cigar Co., Milwaukee, Wis.

STEMPER LAW:—30,988. For cigars. June 22, 1915. Foster & Hays Cigar Co., Milwaukee, Wis.

THE STEMPER AMENDMENT BILL NO. 166 A:—30,989. For cigars. June 22, 1915. Foster & Hays Cigar Co., Inc., Milwaukee, Wis.

JITNEY:—30,990. For smoking pipes. June 22, 1915. Manhattan Briar Pipe Co., Jersey City, N. J.

CROIX D'OR:—30,991. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. June 22, 1915. Wm. Steiner Sons & Co., New York, N. Y.

ROMAN STYLE:—30,992. For cigars and stogies. June 22, 1915. H. M. Lakoff, Philadelphia, Pa.

HAVANA BANK:—30,993. For cigars, cigarettes, cheroots, chewing and smoking tobacco. June 24, 1915. Cortez-Martinez Co., Philadelphia, Pa.

JACKO:—30,994. For cigars. June 25, 1915. J. P. Kilfeather, New Haven, Conn.

KIL:—30,995. For cigars. June 25, 1915. J. P. Kilfeather, New Haven, Conn.

IO-WA-NA:—30,996. For cigars. June 25, 1915. Concord Cigar Co., Burlington, Ia.

SCOTCH STYLE:—30,997. For cigars and stogies. June 25, 1915. H. M. Lakoff, Philadelphia, Pa.

MEGUS:—30,998. For cigarettes. June 26, 1915. M. E. Greenhouse, Philadelphia, Pa.

SUDRA:—30,999. For cigarettes. June 26, 1915. M. E. Greenhouse, Philadelphia, Pa.

HAVANA HONEY:—31,000. For cigars. June 26, 1915. John H. Witter, Newmanstown, Pa.

TRANSFERS

COAL VALLEY:—21,152. For stogies. Transferred June 19, 1915, to J. F. Steele, Cambridge, O., by J. L. Turvey, Cambridge, O.

IN-BETWEENS:—28,017. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Transferred June 22, 1915, to Kraus & Co., Baltimore, Md., by Union-American Cigar Co., Pittsburgh, Pa.

The Tobacco Production in New Greece

Tobacco is the primary article of production and of export from New Greece. The annual production is valued at 100,000,000 francs ($19,300,000). About seventy-five per cent. of the entire production is exported. The quantity of leaf tobacco exported from the various customs districts of the newly acquired territories during 1914 was as follows, in pounds: Cavalla, 23,434,212; Saloniki, 11,080,154; Vathi (Samos), 339,284; Molwo (Mitylene), 164,655; Katerina, 130,539; Oxilar, 84,593; Chio, 75,525; other districts, 6513, making a total of 35,321,475 pounds.

Cavalla is the center of the Greek Macedonian tobacco market. The regions of Darma, Serres and Cavalla produce the best qualities. The famed Xanthi district, where the finest leaf is grown, is now apportioned to both Bulgaria and Greece. It is roughly estimated that forty per cent. of the Xanthi leaf will in the future be grown in Greek Thrace and sixty per cent. in Bulgarian Thrace. The greater part of the high grades of Macedonian tobacco are exported to the United States. A conservative estimate places the production of filler leaf during 1913 at 16,932 metric tons. The export to the United States during the past two years, according to invoices certified at the Saloniki consulate, was as follows: In 1913, 10,861,846 pounds, valued at $5,908,773; 1914, 10,106,607 pounds, valued at $6,396,588.

The average price per pound during 1913 was $544, and for 1914 $633. The 1914 export shows a decrease of 755,239 pounds in quantity and an increase of $487,815 in value. The acreage put down in tobacco is generally controlled by prices obtained for the last crop sold. Tobacco culture will increase materially after the restoration of normal conditions. The withdrawal of the Ottoman tobacco regie from Greek Macedonia during July, 1914, has thrown the manufacture of tobacco to open competition, which will greatly increase local consumption of the raw product.

Readjustment of Imperial Tobacco Stock

A special meeting of the shareholders of the Imperial Tobacco Company, Ltd., will be held at Bristol, Eng., on July 20th, to vote on changing the classification of the company's stock as follows: The five and one-half per cent. cumulative preference shares to be made "A" five and one-half per cent. cumulative preferred shares; the six per cent. non-cumulative preferred ordinary shares to be "B" six per cent. non-cumulative preferred shares; the "A" deferred ordinary shares (ten per cent. non-cumulative) to be "C" ten per cent. non-cumulative preferred shares, and the "B" ordinary shares and restricted "B" deferred ordinary shares to be ordinary shares and restricted ordinary shares, respectively.

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FOR SALE—300 drying screens in good condition, size 3 ft. x 6 ft. Box 89, "The Tobacco World".

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FOR SALE—Two Universal stripping and booking machines at a bargain. Address, B. Payn's Sons' Tobacco Company, Albany, N. Y.

SEED LEAF and Spanish binders for sale. Ezra Shank, R. F. D. No. 6, Dayton, O.

Leidersdorf Company to Occupy New Building

The C. B. Leidersdorf Company, jobbers, with temporary quarters at 171 Broadway, Milwaukee, Wis., announce that they expect to occupy their new three-story building at 2175 Milwaukee Street, that city, about July 1st. Erected at a cost of $30,000, the new structure not only supplies much needed floor space, but offers improved facilities for the conduct of the company's business.

William Tigner's Son Company to Have New Home

A fifteen-year lease was recently taken on the old armory property, located on South Main Street, between the river and Eureka Street, Lima, O., by the William Tigner's Son Company, cigar manufacturers, at the present operating at East Spring Street, between Main and Union Streets. The new structure will in all probability be occupied by the company about July 1st. It is stated that alterations are planned which will tend to the thorough modernizing of the factory. In taking over the lease of the new factory the Tigner concern secured the right to purchase also.

"United" Store Robbed Once Again

Once again has the "United" Cigar Stores Company suffered as the result of a visit of the so-called "Yeggmen." This time the store at 12 Delancy Street, New York City, came in for attention. $300 in cash being taken. Access was gained to the safe by drilling a hole in the door and then ripping it off with the assistance of a can-opener.

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The Tobacco Trade in Germany

Bremen's tobacco trade during the first seven months of 1914 increased over the similar period of 1913 in imports (4680 metric tons) as well as in exports (4260 metric tons). Of these advances 3315 tons [the metric ton is equivalent to 2204.6 pounds] of the gain in imports and 2687 tons of the increase in exports occurred in the trade in North American tobacco, the largest gain being in Kentucky leaf.

With regard to the trade of other countries, it will be seen from the following table, covering the first seven months of 1913 and 1914, that the imports of Java, Habana, Domingo and Turkish and Grecian tobaccos show decreases for 1914, while in Brazil tobacco a strong increase is to be noted. In the export trade declines are found in Sumatra, Habana, Domingo and Turkish and Grecian tobacco.

	Imports, in tons.		Exports, in tons.	
Tobacco.	1913	1914	1913	1914
Java	5,973	3,788	4,769	5,003
Sumatra	971	947	1,244	1,200
China	420	808	422	449
Habana	218	172	1,240	982
Cuba	58	364	208	460
Domingo	4,617	3,793	4,949	4,652
Brazil	9,973	12,676	7,449	8,746
Paraguay	504	527	585	697
Carmen	3,357	3,369	1,943	2,304
Seed leaf	565	413	634	338
Turkish and Grecian	1,247	935	967	788
Kentucky	762	3,409	4,283	6,386
Maryland	62	112	157	161
Bay and Ohio	20	19	53	58
Virginia	1,191	1,809	1,052	1,628
All others	662	2,139	871	1,225
Total	30,601	35,280	30,826	35,086

Since the outbreak of the war statistics are not to be had, but information obtained from a reliable source is to the effect that the trade in tobacco, and especially the shipping of tobacco to Switzerland and Scandinavia, has largely increased. The direct imports of tobaccos into Germany have now ceased on account of the war; the prices of all foreign tobaccos have in consequence been rising considerably.

According to statistics just given out by the Ministry of Agriculture, an area of 34,995 acres in Germany was planted in tobacco during the year 1913, which produced 25,834 metric tons of tobacco valued at $3,113,579, exclusive of internal revenue. The crop of that year for all Germany was the most unfavorable of the past ten, being below the average in both quantity and quality.—"Commerce Reports."

The Cultivation of Tobacco in British North Borneo

In the cultivation of tropical products tobacco has led for several years, closely followed by rubber. The tobacco estates, however, have been gradually reduced in number each year, while the production of rubber has been increasing, so it is only a matter of time until rubber will take first place.

During 1914 only six tobacco estates (capital, $1,265,900; acreage, 12,220) raised a crop for export. The tobacco growers for several years have been complaining of the uncertainties of tobacco cultivation owing to the absence of rain at the time it is particularly needed. That is the reason tobacco cultivation is not growing in favor. Both rubber and tobacco growers are inclined to the opinion that if their estates were planted in coconut trees the output would be more profitable. The coconut crop is a natural one which rarely fails and the trees require little attention. There is always a ready sale for copra and coconut oils at prices that guarantee a splendid interest on the capital invested.—"Commerce Reports."

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These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in THE TOBACCO WORLD. :-: No bogus Advertising admitted.

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The World's Standard Cigar

FLOR DE TABACOS DE PARTAGAS Y Cª HABANA

The Real Independent Factory in Havana

Cifuentes, Fernandez y Ca.

Calle De La Industria, 172-174

HABANA, CUBA

General Agent for United States and Canada

ROBERT E. LANE

115 BROADWAY, NEW YORK

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"BOLD"

"ABOVE ALL"

We say **"Bold"** cigar is **"Above All"** for we know that the quality is just that.

Our jobbers and their representatives realize that **"Bold"** is **"Above All"**. Their sales attest this fact.

But it is the consumer who has proclaimed

"BOLD"

"ABOVE ALL"

BOBROW BROS., Philadelphia

SOL HABANA

Behrens & Co.

Havana, Cuba

Consulado 91-93

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always a little better than Havana's Best

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LA FLOR DE R. A. BACHIA Y CA TRADE MARK HABANA

BACHIAS

Havana Cigars

For Men of Means

Renowned for Uniformity

IDENTIFIED BY THE GREEN AND GOLD BAND

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JULY 15th
1915

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New York Retailers Agitating Bill Against Premiums and Coupons

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Foreign Tobacco Markets and Production

Retail Rinkles

Trade Letters of Vital Interest from All Sections

Latest Reports from the Cuban Market

Latest News of the American Leaf Tobacco Markets

Registration of New Brands of Cigars, Cigarettes, Tobacco, Etc.

ESTABLISHED 1881

Vol. XXXV No. 14

PUBLICATION OFFICES: 236 Chestnut Street, Philadelphia

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F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue

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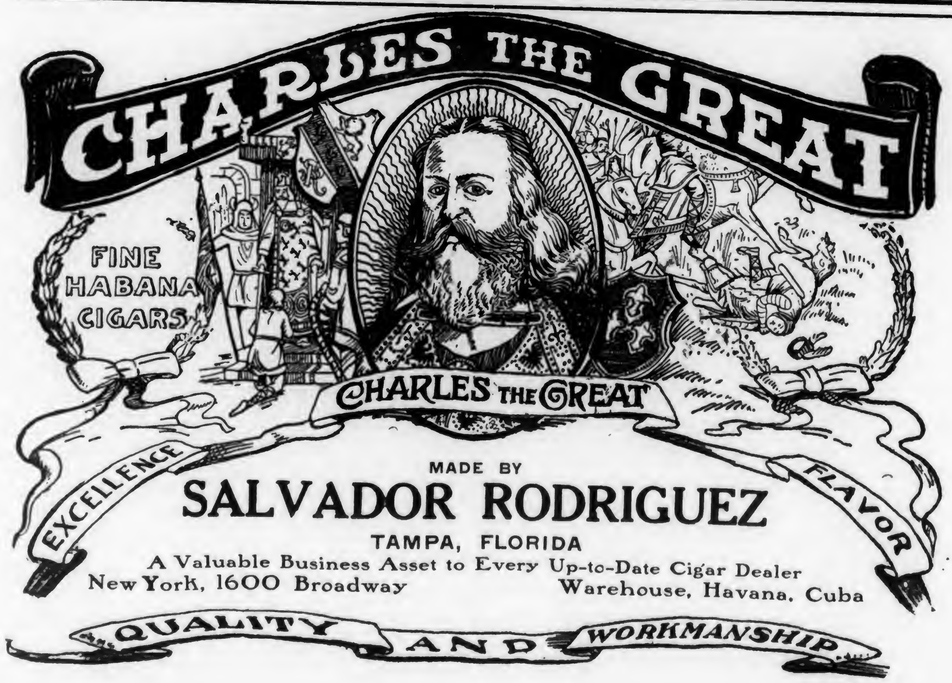

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New York, 1600 Broadway Warehouse, Havana, Cuba

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¶ If quality counts we are the firm who can take care of your requirements on Cigar Labels, Cigar Bands, etc. We are "*Right There*" with service and price also.

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Western Branch
30 East Randolph Street, Chicago, Ill.
JOHN B. THATCHER, Manager

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Blunt and Club, in the popular 10-top $\frac{1}{20}$-packing. Same real Portuondo quality at the right price. . . . . .

Juan F. Portuondo

Cigar Mfg. Co., Philadelphia

Clear Havana Cigars

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ELISARDO

CLEAR HAVANA CIGARS
BALBIN BROS
TAMPA, FLA.

Our factory is bonded and under United States Government inspection

If perchance you do not know about "ELISARDOS"—write us, we can interest you.

BALBIN BROS., INC.
TAMPA, FLORIDA

The Original and Genuine

Central Union

Smoking Tobacco in a New Cut

Packed in a Pocket-proof Package

1½ ounces—5 cents

United States Tobacco Co.
RICHMOND, VA.

For Gentlemen of Good Taste

San Felice
CIGARS

The Deisel-Wemmer Company
LIMA, O.

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U. S. BONDED CIGAR MANUFACTURERS

Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

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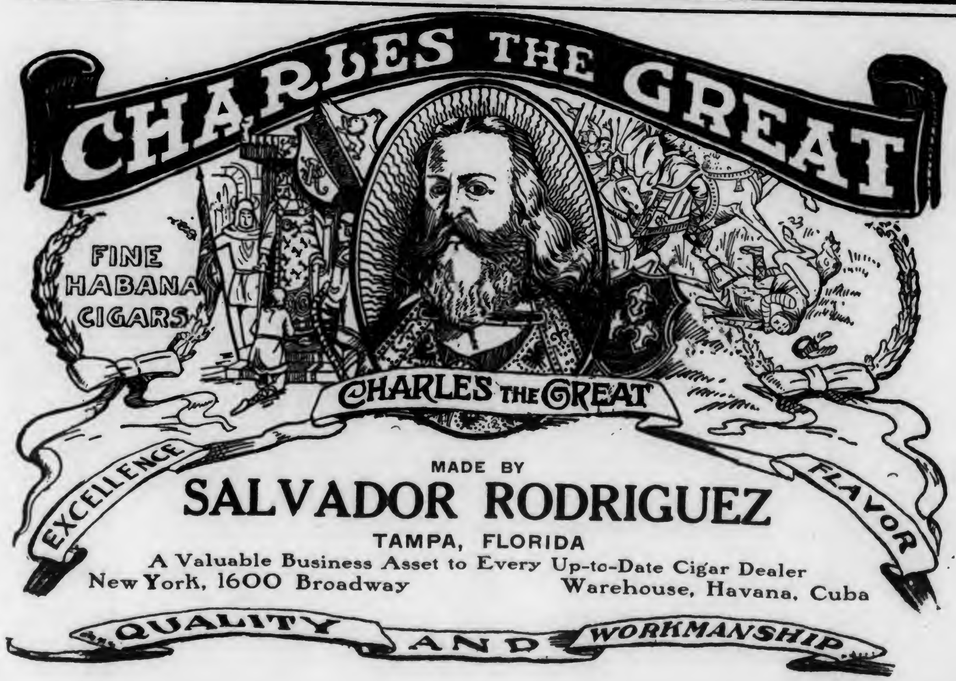

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A Valuable Business Asset to Every Up-to-Date Cigar Dealer

New York, 1600 Broadway Warehouse, Havana, Cuba

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NEW YORK CITY, N. Y.

Western Branch

30 East Randolph Street, Chicago, Ill.

JOHN B. THATCHER, Manager

TWO NEW SIZES

SINTOMA

10c CIGAR

Blunt and Club, in the popular 10-top $\frac{1}{20}$-packing. Same real Portuondo quality at the right price. . . . . .

Juan F. Portuondo

Cigar Mfg. Co., Philadelphia

Clear Havana Cigars

That Have Stood the Test

ELISARDO

CLEAR HAVANA CIGARS
BALBIN BROS
TAMPA, FLA.

Our factory is bonded and under United States Government inspection

If perchance you do not know about "ELISARDOS"—write us, we can interest you.

BALBIN BROS., INC.

TAMPA, FLORIDA

The Original and Genuine

Central Union

Smoking Tobacco in a New Cut

Packed in a Pocket-proof Package

1½ ounces—5 cents

United States Tobacco Co.

RICHMOND, VA.

For Gentlemen of Good Taste

San Felice

CIGARS

The Deisel-Wemmer Company

LIMA, O.

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OMAR

TURKISH BLEND

CIGARETTES

20 *for* 15¢

Valuable Coupons in Every Package

TIGHT BINDING

Quality Paramount

CELEBRATED

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Sole Agent for United States and Canada

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Board of Trade Bldg., Montreal, Canada

EL GENIO

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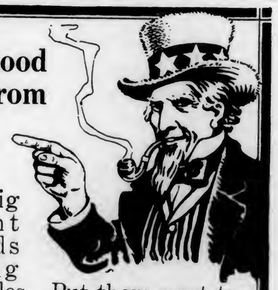
Havana
Cigars

Made in Tampa, Fla.

P. Verplanck & Co.
263 Fourth Ave. New York

Here's Good Advice from Uncle Sam



"The Big Ten-Cent Tin" leads you to big ten-cent sales. Put them next to that Big Ten-Cent Tin filled with the finest, sweetest Kentucky Burley ever put in a pipe.

They will thank you a thousand times and bring a dime with every thank you.

For Pipe or Cigarette

UNION LEADER

REDI-CUT

P. Lorillard Company Established 1760

SOL
HABANA

Behrens & Co.

Havana, Cuba

Consulado 91-93

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always a little better than Havana's Best

LA DEVESA DE MURIAS HABANA

Over 1000 Dealers in New York During 1914 Stocked

MI FAVORITA

CLEAR HAVANA CIGARS

The flower of perfect tobacco manufactured in bond has maintained "Mi Favorita" Clear Havana Cigars at the forefront of all brands. Quantity shipments from factory.

MI FAVORITA CIGAR CO., Inc.

Key West, Fla. 529 West 42nd Street, New York

"The Park & Tilford Standard"

MADE IN BOND

HAVANA CIGARS

Highest Quality
Best Workmanship

MADE BY

V. Guerra, Diaz & Co., Tampa, Fla.

The World's Standard Cigar

FLOR DE TABACOS DE PARTAGAS Y Cª HABANA

The Real Independent Factory in Havana

Cifuentes, Fernandez y Ca.

Calle De La Industria, 172-174

HABANA, CUBA

General Agent for United States and Canada

ROBERT E. LANE

115 BROADWAY, NEW YORK

SANCHEZ Y HAYA

Factory No 1

Tampa. Fla.

A New Brand from Old Number 1.

Samples now ready for

"IGNACIA HAYA" Brand

These goods are the last word in fine cigars made from the choicest "Vuelta Abajo" tobacco, under U. S. Government bond inspection. 8 sizes only—Cigars to retail for 2 for 25c. to 25c. each.

Package and goods show quality and class in every detail.

'La Flor de Sanchez y Haya" have always been leaders in their field. Better than ever.

SANCHEZ Y HAYA, Tampa, Florida

HONESTLY ADVERTISED NOT MISLEADING

LA SARAMITA

Broadleaf
Wrapped
Havana
Cigars

Real Havana
Tobacco
Skillfully Blended

Pre-eminent
by Comparison

THE SHIELDS-WERTHEIM COMPANY, Cleveland

FLOR DE
MELBA
THE HIGH NOTE OF QUALITY

THE cigar that is giving dealers big business everywhere.

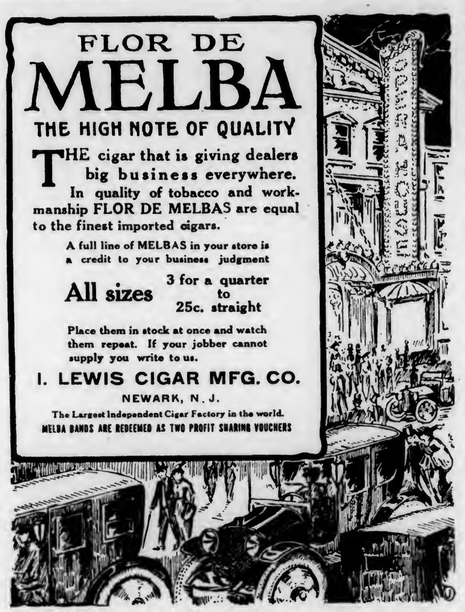
In quality of tobacco and workmanship FLOR DE MELBAS are equal to the finest imported cigars.

A full line of MELBAS in your store is a credit to your business judgment

All sizes 3 for a quarter to 25c. straight

Place them in stock at once and watch them repeat. If your jobber cannot supply you write to us.

I. LEWIS CIGAR MFG. CO.
NEWARK, N. J.
The Largest Independent Cigar Factory in the world.
MELBA BANDS ARE REDEEMED AS TWO PROFIT SHARING VOUCHERS



E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla.
New York Office: 203 W. Broadway

G. S. Nicholas & Co.

41 and 43 Beaver Street, New York

DIRECT IMPORTERS of the highest grades of Cigars manufactured by the

Independent Factories of Havana

all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

Price List Mailed Upon Request.

"Get Your Principles Right
and the rest is a mere matter of detail"

44 CIGARS

are the result of right principles, quality first

"44" Cigar Co., Inc.
PHILADELPHIA

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
401-405 E. 91st Street, New York

BAYUK BROTHERS

FIVE CENT CIGAR
PHILADELPHIA

DIAMOND JOE CIGAR FACTORY
ESTABLISHED 1850

Charles Denby
BEST THAT SKILL, ENERGY AND MONEY CAN PRODUCE
H. FENDRICH, Maker, EVANSVILLE, IND.

5c CIGAR

Made at our Newark, N. J., Factories

ROCKY FORD

HAND MADE - NICKEL CIGAR

We also manufacture at our several Pittsburgh factories, a very attractive and extensive line of cigars and stogies to retail at 2 for 5 cents, and 3 for 5 cents. Our leaders

"FAMOUS" and "FLAG HEADS"

Write for full information

UNION AMERICAN CIGAR CO.

General Offices. PITTSBURGH, PA.

THE

Key West Cigar Factory

Factory No. 413, KEY WEST, FLA.

Office and Salesroom:
43 to 47 W. 33d St., New York

PIPER Heidsieck

CHEWING TOBACCO

Champagne Flavor

Every leaf of ripe, golden brown tobacco used in "PIPER" is carefully selected from Nature's choicest crops, clean, sweet and mellow. Our workmen are experts at blending the richness through the plug. "PIPER" is made as carefully as a pure food—it is wholesome, healthful, satisfying tobacco.

The world-famous "Champagne Flavor" of "PIPER" has added a rich, wine-like tang to the tobacco which is supremely delicious. This wonderful flavor of "PIPER" is found in no other tobacco.

Sold by dealers everywhere in 5-cent cuts and up—also in the new Foil-Wrapped 5-cent Pocket Plug and in handy 10-cent Tin Boxes

The American Tobacco Company

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE 222 PEARL STREET NEW YORK
FACTORY TAMPA FLORIDA
WAREHOUSE LEALTAD 129 HAVANA

Graham Courtney

"MILD HAVANA BLEND"

They Lead the Leaders

26 SIZES

Acker, Merrall & Condit Company

135 West 42nd Street, New York

HAVANA CIGARS

ROMEO Y JULIETA

The Leader in all the World's Markets

U. S. Representative: Wm. T. Taylor, 93 Broad St., N. Y. City.

Whip

Ready Rolled Tobacco

Past Success Plus Present Performance

SELL "WHIP"

First success is bad for some people. They're too liable to rest on their oars. We Pattersons are not that kind. We have scored many national successes but we have kept right on experimenting.

And now—after thirty years—we're ready to state that "Whip" is the sum-total of all tobacco goodness that Patterson genius can make it. It is the best smoking tobacco we ever made—also the mildest.

5c one-ounce tins, 10c two-ounce tins, and in handsome green pottery Patented Self-Moistening 1-lb. Humidors.

M. C. PATTERSON, President
PATTERSON BROS. TOBACCO CO., Inc.
Richmond, Va.

Also makers of "QUEED"—the big 2½ oz. ten-cent fin—a little better than most 2-oz. ten-cent tobaccos. You will find it a good seller.

Why Is It Necessary To Advertise the Imported Sumatra?

The REASON:

American Sumatra Tobacco

Grown by

AMERICAN SUMATRA TOBACCO CO.,
142 Water Street, New York

Manila Brands That Are Winners *ALL FROM* **La Flor de Intal Cigar Factory**

Flor de Intal	Flor de Laninab
Flor de Caritan	Flor de Minanga
Flor de Asinga	Magallanes
Puntacima	La Union
La Honradez	El Tamarindo

These cigars are made under *Government Supervision* and are *Government Inspected.*

They are made by the Spanish Method from the choicest tobacco grown in the famous Cagayan Valley.

In *burn, aroma* and *flavor* they satisfy the most exacting smoker.

Exclusive territory can be secured on certain of these brands if jobbers will write immediately to

SIDNEY J. FREEMAN, 123 LIBERTY STREET NEW YORK CITY

UNITED STATES REPRESENTATIVE of La Flor de Intal Cigar Factory, Kuenzle & Streiff, Inc. (Owners)

A NATIONAL SERVICE

Hamilton PROFIT-SHARING COUPONS

make sales—they move the goods for you. Your customers may select from over 4000 valuable premiums in exchange for these coupons and every member of the family knows it—You do the rest!

"The System That Sells Your Goods"

The Hamilton Corporation

2 West 45th Street, New York City

Branches Everywhere in the United States

Flor de **Jeitles**

CLEAR HAVANA CIGAR

5¢

JEITLES & BLUMENTHAL, Ltd.

PHILADELPHIA.

ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER

CLEAR HAVANA

CIGARS

Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.

NEW YORK CITY

M. MELACHRINO & CO., Inc.

EGYPTIAN CIGARETTES

You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

GRAND DEPOTS OF M. Melachrino & Co., Inc. { London, 8 Regent St., S. W. / Capetown, South Africa / Calcutta, 10 Government Place / Alexandria, Rue Cherif Pacha / CAIRO, Head Office and Factory / Hamburg, 18-20 Grosse Bookenstrasse

AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD — PRICE LIST UPON APPLICATION

214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXV. PHILADELPHIA AND NEW YORK, JULY 15, 1915. No. 14.

AUSTIN, NICHOLS & COMPANY PLAN TO OPERATE A CHAIN OF HOUSES

Cigar and Grocery Jobbers to Introduce "Economy" Idea of Merchandising—To Fight Retailers' Battle Against Chain Store Advantages

New York City.

WITH the opening of a house in Albany which is declared to be one of a chain of sixteen jobbing houses which they will establish throughout the country, Austin, Nichols & Company, widely known cigar and grocery jobbers appear to have taken up the cudgel in favor of the retailers in their fight against the chain stores.

The new house is opened on the "economy" basis of merchandizing with low prices, and eliminates the expenses of delivery, credit and elaborate clerical systems. It is frankly stated that this is being done in order to give the small retailer a chance to compete with the chain stores and mail order houses.

The new Brooklyn home of Austin, Nichols & Company, which was opened in February, has a humidor with a capacity of one million and a half of cigars. With two hundred and fifty traveling men covering a vast territory, the sales of cigars, cigarettes and tobaccos amount to a considerable item.

"Charles Denby" is the leader in the five-cent goods. "Primo Del Rey," made by Cuesta, Rey & Company, of Tampa, Fla., is featured in the clear Havana line. "Traveler", made by Haas Brothers, of Cincinnati, is another big seller in five-cent goods.

When the present management took hold, five or six years ago, the corporation had only one house, and all goods sold by its salesmen throughout the country—save in the case of such goods as could be handled on drop shipment—were delivered from the big house on Hudson Street. Manufacturers in most cases refused to deliver goods at any point where the jobber did not have a warehouse; acting thereby for the protection of the local jobber, in whose territory the big house was operating. Manager Balfe recognized in this a serious handicap to his plans for expansion, and accordingly set out to establish branch houses in about 25 great jobbing centers.

Already the concern has three houses in this city, and regular establishments in New Haven, Waterbury, Bridgeport and Norwich, Conn.; Los Angeles, Minneapolis, Charleston, S. C.; St. Louis, Louisville and Indianapolis; also foreign houses in London, Paris and Seville, Spain. The Albany house is only another in the chain, and Mr. Balfe has stated that he has plans for opening sixteen more houses and giving local jobbers a race for patronage in local districts on a basis which, he declares, will mean a new era for the retailer and a new condition for the chain store expansion to meet.

There are at present something like twenty wholesale grocery houses in Albany, but the new Austin-Nichols house is independent of them all—not a merger, as in the case of its Connecticut chain. The initial force of salesmen will comprise fourteen experienced salesmen, under the direction of Thomas W. McCarthy, Jr., son of the senior member of the firm, and they intend covering a radius of about fifty miles.

In a circular letter recently sent out by the Brooklyn house by General Manager Balfe, the new policy is frankly stated. The letter is as follows:

(Continued on Page 22)

REPORT ON TOBACCO CROP SHOWS AN INCREASE OF SEVEN PER CENT.

Growing Condition July 1st Above Average—Normal Acreage Planted in All Districts—Pennsylvania Leaf Suffers From Heavy Rains

Washington, D. C.

ACCORDING to a report just issued by the Department of Agriculture the total area of cigar tobacco on July 1st was 172,400 acres, compared with 172,900 acres in 1914, a decrease of 500 acres, or less than one per cent. New England and the Miami Valley district of Ohio show a substantial increase; all other districts show a falling off. The chewing, smoking, snuff and export types show 1,132,000 acres, as compared with 1,035,600 acres in 1914, an increase of 96,500 acres or 9.3 per cent.

A number of districts show a substantial increase in area over last year but only two—New England and the New Bright district of Western North Carolina and South Carolina—have a larger area than usual, each of which probably has the largest ever planted. In no other district except the Old Bright district of Virginia and North Carolina is the acreage as large as some previous crop, while the total area is the largest ever reported. This is the result of a normal planting in each of the important districts. That is, the large total acreage this year is due to the fact that no important district has a material shortage in acreage rather than to a material increase in any district. The only real shortage is in the Perique district of Louisiana, where never more than a few hundred acres is grown.

The stand is reported good in all districts. Pennsylvania suffered from heavy rains, washing hill lands and flooding low places. Sections of the New Bright belt have suffered from continuous rains preventing proper cultivation and causing poor growth.

The condition of the crop on July 1st on the acreage planted forecasts a total production in the United States of 1,105,000,000 pounds, as compared with 1,034,679,000 pounds, the final estimate of production in 1914, an increase of seven per cent. The final outturn of the crop will be larger or smaller than the July 1st forecast according as to whether conditions affecting the crop after July 1st are more favorable or less favorable than average conditions.

The department issued the following acreage tabulation, showing the condition as of July 1st:

	Acreage.		Condition July 1.		Production Forecast from July 1 Condition.	Production 1914 (Final Estimate).
	% of 1914.	Total 1915.	1915.	7-yr. av.		
1. CIGAR TYPES.						
New England	110	29,700	92	95	48,289	47,651
New York	95	4,400	92	94	5,465	5,980
Pennsylvania	95	31,400	90	89	43,803	47,995
Ohio—Miami Valley	107	60,300	91	87	56,451	54,144
Wisconsin	90	41,000	86	93	44,780	53,858
Georgia and Florida	90	5,600	87	89	4,628	6,200
2. CHEWING, SMOKING, SNUFF AND EXPORT TYPES.						
Burley	100	244,200	86	81	225,432	224,664
Paducah	135	93,100	88	78	73,908	54,600
Henderson or stemming district	120	93,000	85	80	80,745	67,925
One-Sucker district	100	38,400	87	77	32,840	36,864
Clarksville and Hopkinsville district	120	118,700	87	80	90,607	79,120
Virginia sun-cured district	100	12,000	85	80	8,300	9,120
Virginia dark district	130	65,000	88	78	53,760	37,000
Old Bright district	100	240,000	84	79	170,280	144,000
New Bright district	110	203,500	78	77	140,450	131,350
Maryland and eastern Ohio export	96	23,900	85	84	18,890	20,418
Louisiana-perique	45	300	90	88	135	280
All other		12,400			6,046	13,560

IRREGULAR PAGINATION

Trade Jottings

Fire a short time ago destroyed the tobacco warehouse of S. Rich & Company, Marietta, Pa.

The Burnett Cigar Company, Birmingham, Ala., is now carrying the "Flor de Cuba" clear Havana cigar.

The W. D. Crenshaw stores, Richmond, Va., state that they are experiencing excellent business on the well-known "El Principe de Gales".

Hamilton, Harris & Company, Indianapolis, Ind., were recently in receipt of a visit from R. A. Holmes, of the R. A. Holmes Tobacco Company.

"La Mega" and "F. Lozano" cigars are among the leaders of B. Rich, located in the New England Building, Cleveland, Ohio. Mr. Rich specializes in box trade.

The cigar stand at the Louisville Hotel, Louisville, Ky., is now under the direction of Otto Ornstein, for a long time connected with R. D. Bakrow & Brothers.

Sam Weinfeld was a recent visitor to Columbus, O., in the interests of his company, Deisel-Wemmer. Good business on both the "San Felice" and "El Verso" is reported by Mr. Weinfeld.

An admirable demand on the "In-B-Tween," manufactured by Kraus & Company, of Baltimore, Md., and only recently put on the market, is reported by Rothenberg & Schloss, Kansas City.

Facilities for the handling of a large line of cigars are to be included in the appointments of the new W. D. Jones Drug Store now in the course of completion at Main and Bay Streets, Jacksonville, Fla.

Retailing at four for a quarter and sealed in waterproof and moisture-proof paper, the "Havana Principe" brand is now being featured by the cigar department of the Joseph R. Peebles Sons' Company, Cincinnati, Ohio.

Following a trip through the southeastern part of Oklahoma in the interests of "London Life", "Nebo" and "Murads", J. A. Brown, district manager of the cigarette department of the P. Lorillard Company, recently returned to Oklahoma City.

Good business on the "El Dallo," manufactured by Wertheimer Brothers, Baltimore, Md., is reported by the lower Main Street store of the Lewis & Whitaker Company, Salt Lake City. This company recently put on an admirable window display of the brand.

Good business is being experienced by DeFatta Brothers, Shreveport, La., on the "John Ruskin," manufactured by the I. Lewis Cigar Manufacturing Company, Newark, N. J. DeFatta Brothers only recently took on the "John Ruskin" for distribution.

Increasing business on "Havana Ribbon" cigars, manufactured by Bayuk Brothers, Philadelphia, Pa., is reported by Wm. Deiches & Company, Baltimore, Md. This company states also that they are well pleased with the demand they are experiencing with the Regensburg "Admiration."

Consumer Reached by Indoor Sign

Among the various methods used by manufacturers and jobbers to reach the consumer, indoor signs hold a high place for results. Cigar and tobacco manufacturers throughout the United States are using them in larger quantities than ever before and they will all testify to the results obtained.

The introduction of the Paper Enameloid Sign has lifted this method of advertising to a high plane. The use of a high grade imported stock embossed with brilliant colors has made this sign one that not only attracts but which compels attention.

The low cost of these signs and the high quality of results has brought them into wide use. As a method of reaching the consumer the cigar manufacturer who has not investigated this proposition has overlooked a powerful sales force.

The Eclipse Sign and Advertising Company of Reading, Pa., through their wide experience and years of work with signs of this character, have received recognition from cigar and tobacco manufacturers in all parts of the country.

This company has long since qualified as experts in indoor sign work and any manufacturer can be sure of the highest quality workmanship in placing an order with them.

Even if you are not contemplating using signs just now get your information from these experts at once. It will prove very valuable to any manufacturer in making up his advertising appropriation for the coming year.

The Eclipse Sign and Advertising Company will send samples to any interested inquirer.

Melachrino Tobacco Buyer Arrested in Turkey

James M. Dixon, head of the Turkish leaf department of M. Melachrino & Company, tells of the unpleasant and exciting experience of being arrested in Turkey, in a letter just received at the New York office from Cavalla, Greece.

Mr. Dixon had gone abroad to buy tobacco and to send money to the war-stricken peasants of Samsoun. When he arrived in Dimotika, inspector Djemal Bey, of the Turkish police had him dragged from the train like a criminal and placed under arrest. Although his passports were regular and he had the same credentials on which he had traveled through all Western Europe, he and his luggage were searched for gold and documents.

The inspector told him to remain in a hotel there until the next day, when he would see things were all right. The inspector never appeared again. As for the hotel, it was not fit to house animals, according to Mr. Dixon, and the police officials would not eat the food of the town, sending for their meals to Adrianople.

Mr. Dixon could not leave the house until the third day, when a walk was permitted him under the surveillance of an officer. The day after he telegraphed to the American Ambassador in Constantinople he was released, but rearrested at the depot and detained till Tuesday. On Tuesday he was suddenly ordered to leave town.

"United" Opens Fifth Store in Atlantic City

The fifth store of the United Cigar Stores Company was recently opened in Atlantic City, N. J., at Tennessee and Atlantic Avenues, with William C. Henry in charge. Mr. Henry is well known in Atlantic City, having been formerly president and general manager of the Rainbow Cigar Stores Company. Many of Mr. Henry's friends paid him a visit on the opening day to offer congratulations and to take advantage of the special offerings made by the "United" on that day.

PHILADELPHIA.

Yahn & McDonnell to Open in Widener Building Soon

ANNOUNCEMENT has been made that Yahn & McDonnell will open their new cigar store in the Widener Building on August 2nd, provided the builders are in a position to permit the fixtures and humidor to be installed by that date.

The appointments of this store will probably surpass any other in this city, as the Italian marble and plate glass counters, together with the French plate glass humidor, holding 250,000 cigars, will give an appearance of excellence that will take extraordinary fixtures to excel.

The Arcade branch store will be under the supervision of Charles E. Waters, who has spent a number of years catering to cigar smokers of the better class, and no expense or effort will be spared to maintain the same standard of quality and service that has characterized the other Yahn & McDonnell stores.

W. R. Bullock Off With Shriners' Caravan

William R. Bullock, manager of the cigar department of Mitchell, Fletcher & Company, at Twelfth and Chestnut Streets, left Philadelphia on July 5th, accompanied by his wife and daughter.

Mr. Bullock will attend the Imperial Council of Shriners at Seattle, and will visit other interesting points along the route, stops being planned for the Panama-Pacific and Panama-California Expositions, Yellowstone Park, Salt Lake City, Denver and Los Angeles.

Sanchez y Haya Vice-President a Recent Visitor

F. A. Torre, vice-president and treasurer, and D. Harry Mausdale, general sales manager, of the Sanchez y Haya Company, Tampa, Fla., arrived in Philadelphia on July 13th, after covering Buffalo, Pittsburgh and New York City, in the interest of the firm's new line, known as the "Ignacio" brand.

This is probably the highest priced package of cigars made in this country, and is manufactured to meet the competition of imported cigars. That these goods are meeting with instant and universal approval is evidenced by the fact that orders were sent to the factory by wire to meet the demand in some of the cities mentioned.

Way's Affairs in Hands of Creditors

A committee of the five largest creditors have been appointed to investigate the affairs of Joseph Way, who has been operating a chain of five stores in this city. Just what action will be taken for the benefit of the creditors has not been decided, but it is believed that definite action will be realized in the near future.

Philadelphia Notes

Antonio Roig & Langsdorf report a strong call for their popular "Girard" ten-cent cigar. "Roig's" in the nickel line also maintains its steady sales.

A good demand for "El Vendura," manufactured by the Emze Cigar Company, Philadelphia, Pa., is reported by that concern in the Middle and Far West.

Bobrow Brothers are swamped with orders on the "Bold" cigar, and only new factories will enable them to take care of the constantly increasing call for their popular perfecto shape.

"Stratford" cigars, manufactured by the El Draco Cigar Manufacturing Company, are maintaining a good call. The brand is well-placed in Atlantic City and the sales there show a steady growth.

The City Cigar Store, Dan Ostrow, proprietor, located on Chestnut Street, above Seventh, is receiving a decoration of red paint on the outside. "El Producto" is prominently featured on a sign above the window.

"Havana Ribbon," Bayuk Brothers, is a steady growing five-cent brand which is keeping the manufacturers and jobbers busy. The sales during the past month have climbed steadily and show no signs of easing up. The demand for "Havana Ribbon" cigars is coming from every part of the United States.

Morris Burke Places New "Reynaldo" Account

Morris Burke, the live hustler of Los Angeles, on his way East found time to stop off in North Dakota and place new accounts for the "Reynaldo" cigar, manufactured by Luckett, Luchs & Lipscomb, of this city.

In Regan, N. D., he succeeded in placing the brand with the Haines Drug Company, and in McClusky, N. D., L. Pardis is the lucky man who will handle "Reynaldo" cigars in the future.

Mr. Burke after a brief visit in Philadelphia, where he is being entertained at the Manufacturers' Club, will go to New York. Before returning to Los Angeles he will visit Baltimore, northern Pennsylvania and Pittsburgh.

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CIGAR MANUFACTURERS' ASSOCIATION OF AMERICA
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Many of the states have already tried to put an end to the premium and the coupon by legislation, but the results are rather doubtful and, if anything, in favor of the continuance of these systems.

Agitating the Coupon

If it becomes unlawful for a merchant to give a coupon or a premium to induce customers to purchase at his store, should it not also be unlawful for a jobber or manufacturer to give special inducements to merchants to get them to place their goods in their stores?

When a merchant gives coupons to those who patronize his store he undoubtedly moves more of the products in the line which he carries than he would without the special inducement. The manufacturers of those products then sell him more goods because of the increased call. When a merchant handles a product with which coupons are packed and customers come to the store to get that particular brand the merchant usually benefits through the sale of other articles as well.

When all forms of special inducements, whether in discounts, service, delivery, rebates or bonuses, are made illegal then may the coupon and premium be justly attacked.

Morris Burke to Handle "Molotok" Cigarettes

Morris Burke, the well known cigar man of Los Angeles, has added "Molotok" cigarettes to his list of popular brands and it goes without saying that Mr. Burke usually "picks a winner."

This brand is manufactured by the Russian Import Company of Philadelphia and is a fine blend of Russian and Turkish tobaccos. Wherever it has been placed it has met with instant approval and the Pacific Coast will no doubt take as kindly to it as have the eastern dealers.

The trade will be interested to learn that the brand is well placed in this city and that it may be found on the stands at the Bellevue-Stratford, Cafe L'Aiglon, Manufacturers' Club, Yahn & McDonnell's and a number of other first-class stores.

Mr. Burke with his usual progressiveness should have no difficulty in placing "Molotok" cigarettes with the Los Angeles trade. The cigarette is conceded to be one of unusual quality and it is packed in a most attractive box of white with a padded top embossed with the name in red.

A full description of this brand appeared in the June 15th issue of "The Tobacco World."

Wrappers Must be Reported in Full

The Tampa custom house has received orders from headquarters that hereafter the percentage of wrappers included in filler or mixed bales must be specified in reports sent to Washington.

Heretofore it has been the regulation for the inspector to list percentages under fifteen, and when there was more than that much wrapper contained in a filler bale to list it as "over fifteen per cent." In instances where there is over twenty-five per cent. of wrapper in such bales, report will be made to the customs special agent.

Under the regulations, when a filler or mixed bale of tobacco contained under fifteen per cent. of wrapper the wrapper was held for the usual wrapper duty, while the remainder of the contents of the bale was admitted on the filler or mixed charges. When there was over fifteen per cent. wrapper contained in such bales the entire bale has been taxed at the wrapper rate.

At the same time notice was received that the United States Supreme Court had allowed the certiorari writ application of the United States for review of the customs court of appeals decision on the import duty rebate. The appeals court upheld the appraising board's decision that the rebate of five per cent. of duty on imports brought to this country in ships of American registry must be allowed.

Tampa manufacturers of cigars and handlers of tobacco are intensely interested in this case as it involves many thousands of dollars of Tampa money. Practically the entire imports through the Tampa custom house consist of tobacco from Cuba, brought here in American ships, and should it finally be decided that the rebate is legal and the accumulated back rebate ordered refunded, tobacco manufacturers will have much money due them from the United States treasury.

"Cle Rosa" Wins Gold Medal

The "Cle Rosa" clear Havana cigar, made by the Croger Cigar Company of Seattle, Wash., was recently awarded the gold medal at the Panama-Pacific Exposition. It will be remembered that the "Cle Rosa" also received the grand prize at the Alaska-Yukon-Pacific Exposition in 1909. W. H. Croger was a recent visitor at the Exposition, where he inspected the firm's exhibit.

Cincinnati

Not Much Improvement in Retail Trade—Arnold Tietig & Son Have Heavy Call for "Joy" Brand—Straus Brothers & Company Feature "Lovera Banderos"

Cincinnati, O., July 12, 1915.

WHILE there was some improvement in the retail trade just prior to the Fourth of July holiday, the cigar business is not very active according to retailers. Jobbers find that collections continue to improve and that orders are coming in more rapidly.

J. H. Bissinger, representing the United Cigar Manufacturers' Company, was a recent visitor. He put in some good work on the "Owl," "Little Bobbie" and "Robert Burns" brands.

Max Mendelsohn, of Mendelsohn & Company, manufacturers of "Decision," "El Symphonie" and "Rigoletto" cigars, accompanied by his son, called on the trade recently in the interest of his brands.

Faber & Wolf, who recently opened a store at 907 Walnut Street, have closed their stand and offered the fixtures for sale. The location was considered a good one and the trade had anticipated that they would do a nice business, but the contrary was apparently the case.

The Deisel-Wemmer Company was represented in the city recently by Samuel Weinfelt, who came to gather in orders on the ever-popular "San Felice" and "El Verso" brands.

Arnold Tietig & Son report a heavy call for their "Joy" cigars. The factory is busy, new accounts have been opened up and the western states continue their steady call for "Joy."

Straus Brothers & Company have a fine display at their store at 407 Walnut Street, where the vacation idea is used to feature "Lovera Banderos." A boy is seen fishing in a stream amid appropriate rural surroundings, but instead of bringing forth a fish he catches a box of "Banderos" cigars.

The "Rotary" cigar in nine sizes has made its appearance. This brand is made by the Arango Villazon Company, and is proving to be a very popular smoke.

The Eight Hour Tobacco Company has made a satisfactory adjustment of its difficulties with the Internal Revenue Commissioner. They were charged with putting insufficient stamps on scrap tobacco. It is claimed by the company that it was the fault of an employe, who being short four hundred stamps, cut that number into strips and used them on eight hundred packages. The application for dismissal of the indictment was made and granted by Judge Hollister.

When the representative for Beech Nut Chewing Tobacco paid this city a visit last week he found the brand selling splendidly. A. J. Fitzsimmons represents the brand in this territory.

Ivan.

Surprise for Cincinnati Tobacco Men

One of the most pleasant surprises ever experienced by Cincinnati tobacco men is that which culminated in a special vacation outing arranged by Theodore H. Kirk, local representative of the R. J. Reynolds Tobacco Company for the various employes of that concern. Mr. Kirk, who left previously to enjoy a motor tour through the East, before his departure completed arrangements for a score or more of his associates here to meet him in Atlantic City.

Eight Hours for Penn Tobacco Company Employes

It will be of great interest to the many friends of the Penn Tobacco Company of Wilkes-Barre, Pa., to learn that, when the wage scale in effect during the past year expired on June 30, 1915, a new scale was adopted and approved by the company and its employes. The new scale is one of the most liberal and progressive scales now in effect, and conclusively shows that the mutual confidence and loyalty existing between the company and its employes is fully justified. Heretofore the employes have worked nine hours per day, five hours only on Saturdays, making a total of fifty hours per week. Under the new agreement, eight hours constitutes a full working day and half a day on Saturdays as before. And it was also agreed that all employes in good standing at the time of the signing of the agreement should receive the same wages for eight hours work as they had formerly received for nine hours. This really amounted to over eleven per cent. increase in wages.

That the company also possesses a feeling of civic pride is evidenced by the fact that a park has been constructed on the northern side of the factory, in which, under the direction of Superintendent Seybold of the city park department, were set out various species of shrubs and bushes which materially add to the appearance of the building. Window boxes filled with different flowers and plants have been placed on the South Main Street side of the building and these make one of the most attractive displays in the valley.

Cork Paper for Cigarettes Made in Barcelona District

Two factories in the Barcelona district of Spain have established departments for the making of cork paper, and this output, destined largely for the cigarette industry in the United States, is rapidly increasing. The cork paper is cut with improved machinery and shaved as thin as can be handled without injury.

Taken altogether the Spanish cork industry has suffered, perhaps, more than any other in this country as a result of the war, because the principal markets of the champagne districts in France and Germany practically ceased purchasing during the latter part of 1914. At the close of the year, those of the cork-stopper factories that had not shut down ran only two or three days a week, in order to give their workmen employment.

It has been proposed that the government should protect the industry by giving credit on the value of the manufactured goods in stock, because most of the owners have their capital in their stock or with merchants in foreign countries now at war, in order that all the Spanish cork manufacturers may have sufficient funds to purchase raw materials during the coming season. Two important banks in the cork district of Catalonia suspended payment, although it is believed that they will not be declared bankrupt. Other local banks could not well give credit to the cork manufacturers, since these banks needed all their credit for other industries that were really doing a brisk business at that time, such as in textiles, shoes and leather.—"Commerce Reports."

George Fehl in New Home

The George Fehl Blue Ribbon Cigar Company are now occupying their splendid new premises at 506 Market Street, St. Louis, Mo. On the first floor of the building, which is three stories in heighth, are located offices, stock room and an attractive retail department. The second and third floors are devoted to manufacturing purposes. The Fehl Company, who are local distributors for the "Swastika" and "Flor de Jeitles," the latter manufactured by Jeitles & Blumenthal, of Philadelphia, Pa., state that both brands are good sellers in that section.

Chicago

General Conditions Show Improvement—Moos Company Launch Campaign on "La Preferencia"—"Joy" Big Seller With Monroe Cigar Company

Chicago, July 12, 1915.

GENERAL conditions in both the cigar and tobacco trades seemed much improved with the beginning of this week. One of the big reasons for the restoration of confidence on the part of the manufacturers and jobbers is the settlement of the disastrous strike in the building trade, which was brought about at the close of last week, after thirteen weeks of strike. During this period practically all construction work in the city was at a standstill, and the result made itself felt in smaller purchases, and in the case of hundreds of users of cigars and tobacco, the complete shutting off of all purchases along this line, with a view to economy.

Burglars entered the cigar store of B. E. Leonhardt, 838 Custer Avenue, one night last week, and got away with pipes, cigars and smokers' articles valued at about five hundred dollars.

Harry Friedman, owner of a cigar store at 1975 West Twelfth Street, was arrested last week charged with operating a baseball pool. He was fined one hundred dollars and costs in the municipal court. The defense of Friedman was that he belived the police were permitting the use of the baseball pool in cigar stores, and had no idea that he was violating the law.

Fred Klewitz, a well-known cigar manufacturer of this city, committed suicide at his home, 1842 Cuyler Avenue, one night last week. He was sixty-two years old and had been ill for several months, to which fact is attributed his action.

The J. & B. Moos Company, distributors, are launching an extensive campaign, boosting "La Preferencia" and "Chancellor" cigars. Both of these excellent brands are already well known to the public, having been on sale for some time. The campaign which was made on "Chancellor" last winter had such a beneficial and lasting effect that the new plans include the "Preferencia" as well. While this brand has a large following among smokers and is made in a number of sizes, including a neat five-cent variety, it has not had the publicity in the past few months which stimulates sales. The ambition of the J. & B. Moos Company is to bring the brand before the public in a manner which will once more attract wide attention and result in heavier sales for the dealers.

"Joy" five-cent cigars continue one of the prime favorites at the store of the William F. Monroe Cigar Company. The smoke is one of the best for the money that can be found in the city beyond any question. The sagacious clerks at the store are urging regular customers who are now going on their vacations to take "Joy" cigars along. The regular customers do not need much urging, for the "Joy" is one of the few five-cent cigars which has been able to attract a high-grade following of regular customers.

The Best & Russell Company, with "Robert Burns" as a ten-cent leader, and "Owl" as a foremost five-cent smoke, are making a great drive on both brands just at present. The company has left in the windows of its store the display which was put there during the annual convention of the Associated Advertising Clubs of the World, which was held in Chicago a few weeks ago. The display features both brands and has attracted many thousands of spectators from the shopping throngs along Wabash Avenue.

A new cigar store is to be opened by Schermerhorn, Inc., owner of a chain of loop cigar stores, at 121 South Clark Street. The opening of a new store on Clark Street, which is one of the most rapidly changing streets in the world, is always a subject of great interest among the class of merchants represented by that enterprise. It has been so in this case at least. From advance rumors it seems that the new store of Schermerhorn, Inc., is to be as elaborate as the others he has opened—and made to pay.

H. P. Sawyer has joined the sales force of Sprague, Warner & Company, the large wholesale grocers. This is not the first experience of Mr. Warner with the company, as he was formerly a member of the selling staff here in the city. He will feature the "Golden Eagle" and the "Senator Evarts" cigars, both made by the I. Lewis Manufacturing Company. He will also have in hand the boosting of the sales of "John Ruskin" cigar. Mr. Sawyer is an experienced worker in this class of trade, and will doubtless have a very successful summer.

Without any change in the firm name, Leopold & Mergentheim has been reorganized. The step was taken following the death of Aaron Mergentheim. The new company consists of Henry Leopold, Mrs. Flora Mergentheim, and the others who had the management of affairs before. The change is only a step of policy, and has nothing whatever to do with the regular conduct of the firm. The same brands will be retained and pushed harder than ever.

Adolph J. Meyers, of Salvador Sanchez & Company, who recently was discharged from the hospital following an operation, has been obliged to return. It is believed that another operation will be necessary. The many friends of Mr. Meyers will regret to hear of this unfortunate turn in his case, but it may be said that the condition of the patient is such that the physicians express no present alarm, although the seriousness of a second operation cannot be discounted.

G. W. W.

First Ohio District Shows Improvement

The collections of internal revenue from tobacco sources in the First Ohio District during the month of June, 1915, indicate a very thriving condition of the tobacco manufacturing industry as a whole. Although the June production of cigars fell below that recorded for the corresponding month last year, it is a matter of gratification to those connected with that branch of the industry to know that the output of cigars was the largest of any single month since last October. It was hardly to be expected that the June figures representing the tobacco production would equal those of the preceding month, but they came so close to doing it that there is little room to doubt that the tobacco factories are in a most thriving condition. The June production of smoking and chewing tobaccos was the largest of any month since October, 1913, with the single exception of May, 1915.

The total collections of internal revenue from tobacco sources in the First Ohio District during June, 1915, amounted to $271,386.18, an increase over the corresponding month last year of $27,585.31, or 11 per cent. The total collections for the entire fiscal year amounted to $2,769,527.05, as against $2,934,734.35 for the last fiscal year, making a decrease of $165,407.30, or 5 per cent.

R. C. Bondy Visits Kansas City

Oberholz & Poinsett, Kansas City, local distributors for the "Tom Keene" and "Lawrence Barrett" cigars, were recently in receipt of a visit from Richard C. Bondy, of Bondy & Lederer, the manufacturers of these brands. Mr. Bondy was accompanied by Graham Davos, of Chicago, sales manager for the "B. & L." Company.

Patents of Interest to Tobacconists

Cigar and Making Same, No. 1,141,399. William L. Ligety, New York, N. Y., assignor to R. H. Ligety, Brooklyn, N. Y. June 1, 1915.

Cigar Bunch and Making Same, No. 1,142,164. Oscar Hammerstein, New York, N. Y. June 8, 1915.

Igniting Cigarette or Cigar, No. 1,142,529. Carlos E. Rodriguez, Brooklyn, N. Y. June 8, 1915.

Cigarette-Box-Grouping Machine, No. 1,143,400. Jose Ibarra, Havana, Cuba. June 15, 1915.

Cigar-Holder, No. 1,143,463. Thomas M. Terwilliger, Jr., Walden, N. Y. June 15, 1915.

Smoking Set, No. 1,143,159. John M. Zwickle, Roanoke, Va. June 15, 1915.

Combined Cigarette-Box and Match-Holder, No. 1,143,627. John Heretyk, Fulton, N. Y. June 22, 1915.

Cutting-Mechanism for Cigarette Machines, No. 1,143,638. James M. Hornaday, Durham, N. C., assignor of Liggett & Myers Tobacco Company, St. Louis, Mo.

Cigar, Cigarette and Match Dispenser, No. 1,144,821. Wladyslaw Dobrowolski, Pittsburgh, Pa. June 29, 1915.

Tobacco Product, No. 1,144,823. Caleb C. Dula, Yonkers, N. Y. June 29, 1915.

Tobacco Cartridge and Package, No. 1,144,824. Caleb C. Dula, Yonkers, N. Y. June 29, 1915.

Smoking Tube or Implement, No. 1,144,825. Caleb C. Dula, Yonkers, N. Y. June 29, 1915.

Cigarette-Box, No. 1,144,559. Aaron Mendelson and S. J. Goldberg, New York, N. Y. June 29, 1915.

Applying a Corn-Shuck Wrapper to a Cigar, No. 1,145,268. Charles J. Rossy, assignor of one-half to E. J. H. Meier, San Antonio, Tex. July 6, 1915.

Cigar-Holder, No. 1,145,799. John V. Rowan and A. Zamrsky, Fort Stevens, Ore. July 6, 1915.

Tobacco-Stemming Roll, No. 1,145,441. James P. Scovill, Wyoming, O., assignor to the Trojan Machine Company, Troy, N. Y. July 6, 1915.

Cigar-Holder and Ash-Receiver, No. 1,145,808. Louis Shlepp, New York, N. Y. July 6, 1915.

Prints

No. 3633, "P. A. Punches a New Idea Right Into Your System" for Smoking Tobacco, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

No. 3634, "The 'Makin's' of a Smile" for Smoking Tobacco, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

No. 3635, "P. A. Makes Men Pipe Hungry" for Smoking Tobacco, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

No. 3636, "A Jimmy Pipe is Bully Fine" for Smoking Tobacco, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

No. 3651, "Black Diamond" for Cigars. Wm. A. Depue, Lansing, Mich.

No. 3663, "Just About the Time You Got Yours" for Smoking Tobacco, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

No. 3664, "You Lay a Bet on P. A. Makin's" for Smoking Tobacco, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

No. 3665, "It's Time You Rolled 'Em" for Smoking Tobacco, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

No. 3666, "You Can't Get Away From" for Chewing Tobacco, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

No. 3685, "P. A. Makes a Pipe Smoke for a Real Man's Game" for Smoking Tobacco, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

Copies of above patents may be obtained for 15 cents each by addressing John A. Saul, Solicitor of Patents, Fendall Building, Washington, D. C.

Tampa

Rotary Club Gives Aid to Charity—Cuesta-Rey Hold Ad-Writing Contest—Matthew Berriman and Family Off For Canada

Tampa, Fla., July 10, 1915.

FOLLOWING a recent meeting of the Latin Charities Association, Rev. J. D. Lewis and Cuban Consul Ralph Ybor appeared before the Tampa council in the capacity of delegates, and requested aid from the City Finance Committee for the families of cigarmakers out of work. This plea, the gentlemen stated, was made necessary by the reason that many of the factories were taking inventories; this, consequently, resulting in the non-employment of the cigarmakers who had been contributing to a fund each week for the past six or seven months, to assist in the feeding of those cigarmakers and their families who through loss of work were not in position to assist themselves. Altogether, the Rev. Mr. Lewis stated that the cigarmakers employed locally had contributed in the neighborhood of $17,000 to the work, and now that they were without employment, it was impossible to continue the work of the Latin Charities Association. He also said, that unless aid was forthcoming at once, the people would practically be compelled to starve. The expense of supplying these people amounts to $700 per week. Half of this amount is utilized in supplying families with baskets of provisions, while the remaining money is used to supply those men without families with two meals a day. The matter was referred to the City Finance Committee. The practical spirit of the Rotary Club was manifested at the meeting. The sum of $400, which had been voted for some special advertising at the San Francisco Exposition, was turned over to the Association that it might be of some assistance.

In the recent competition for the best ad addressed to retail dealers relative to Cuesta-Rey products, held by Cuesta, Rey & Company, and open only to the members of the Advertisers Club which was organized a short time ago, the first prize of fifty "Cabinet Royal" cigars was awarded to Secretary B. L. Hamner, of the Board of Trade. The winning ad will appear in the various tobacco trade journals. The second prize was won by Jerome A. Waterman.

Accompanied by his family, Matthew W. Berriman, of Berriman Brothers, the well-known manufacturers of the stable "Jose Vila" cigars, recently left the city for Canada. It is expected that Mr. Berriman will return here in August, but as at present planned his family will remain in Canada for the summer.

Salvador Rodriguez has again left the city, at the present time being in New York.

Fire recently destroyed the factory of Ramon Rey & Company. The building will be remembered as the old Jose Garcia factory, and had been occupied but a short time by Rey & Company.

Pancho Arango reports that he has purchased some very nice tobacco for his factory, Arango, Villazon y Ca.

Jerome Regensburg, of Regensburg & Sons, has returned to New York, and will in all probability not return to the city until September.

Large purchases of tobacco for the Corral-Wodiska factory are reported to have been made in Havana by Edward Wodiska and Celestino Corral, the proprietors, who are again in the city.

F. P. Arguelles, of Arguelles, Lopez & Brother, left a short time ago for Havana.

Perfecto.

MANUFACTURING PROCESSES FOR CHEWING TOBACCOS TESTED BY GOVERNMENT EXPERTS

"Casing" Substances Carefully Analyzed—Nothing Taken For Granted—Modern Methods of Cleanliness and Hygiene Maintained

CHEWING tobacco is prepared under a process which makes it as clean as chewing gum, or nearly so, according to government experts who have charge of scientific laboratories where chemical and mechanical devices are applied to the tobacco to give it a thorough test. The tests are severe and the tobacco must come up to the standard set by the government before it may be marketed.

In the latest process for the manufacture of all forms of plug, nothing is taken for granted—all "casing" substances used in connection with the manufacture of tobacco are carefully analyzed and must come up to a prescribed standard. By "casing" is meant the sweeteners, such as licorice, sugar, honey and many delicious combinations which are kept secret. Practically all the work in handling licorice is done by machinery, where in former years it was a matter of human handling.

In other ways the manufacture of tobacco has kept pace with modern methods of cleanliness and hygiene.

For example, every night the vats in which the tobacco and the "casing" are compounded are cleaned white with scalding water until the wood work looks like the wood work in the cleanest household. All dust is removed by automatic blowers and the tobacco is inspected many times before going to the mixing.

Tobacco experts are developed only through long years of experience, and some of them have been "on the job" for forty years or more. The "order" men are especially expert. By "order" is meant the condition of moisture. The "order" must be just right—if it is too moist it will not do, and if it is too dry it will not do.

Tobacco quality is judged, first, by the "order" of the wrapper, so that it will not break and yet not be wet; second, the "order" of the filler, which is arrived at by the sense of feel; third, that it is manufactured properly—not lumpy, not too much in the center, so that every man who buys a piece may be sure of getting his full ten cents' worth; fourth, seeing that the wrapper is on in good shape, realizing that the heavy pressing the plug will go through will affect its general character; fifth, that the weight is all right—it being necessary always to give full value.

The tobacco comes from Virginia and Kentucky in hogsheads and is aged in these hogsheads in a large warehouse during a period of several years. From Virginia comes the light-colored leaf, and from Kentucky the famous Burley tobacco, which is probably in greater use than any other type of tobacco grown. Virginia tobacco is used for the wrappers where light plug is required.

The tobacco is first bulked in bins and properly dried. It is then stemmed by almost human stemming machines. Certain types of tobacco require hand stripping, which means that the soft part of the leaf is stripped from the woody stem and it is then turned over to the twisters, who roll it and dry it. The tobacco is then racked and searched in order that it will be tobacco, all tobacco, and nothing but tobacco.

It is then carried automatically to the vats, where it is mixed with the casing. The casing is distributed through the tobacco by means of an automatic sprayer. The tobacco in this form is placed on the automatic conveyors and inspected for the seventh or eighth time, in the meantime permitting the casing to work into the leaf. Then it is fed into machines which turn it out in the plug form, and the plug is wrapped with Virginia wrapper if that be the color and texture desired. In other cases Kentucky Burley leaf is used.

After they have been wrapped, the plugs go into the dryer for an hour and a half, where surplus moisture is removed. They are then weighed and checked, and from this go to immense hydraulic machines, where, automatically, they are pressed into the right shape and the tags attached.

Deaths in the Trade

Louis Barris

Louis Barris, a retired cigar manufacturer, died recently after a long illness, at his home in Brooklyn, N. Y. The deceased was sixty-seven years old. Mr. Barris was born in Germany, but had lived in Brooklyn since childhood. He is survived by a widow, two daughters and four sons.

William F. Lewis

William F. Lewis, a well-known news and cigar dealer, of Norwich, Conn., recently died of a sudden attack of heart failure, while sitting on the porch of a friend. The deceased was in his fifty-eighth year.

Mr. Lewis was born in Griswold, R. I. For the past fifteen years he had made his home in Norwich and conducted a store in the Shannon Building until the fire, which compelled him to find new quarters in the Chapman Building at 69 Broadway. The deceased was widely known and held in high esteem by the business men of the city.

Mr. Lewis is survived by three daughters and one son.

Charles B. Wirtz

Charles B. Wirtz, a prominent cigar manufacturer of New Haven, Conn., died recently at his home, 11 Edwards Street, that city. The deceased was in the seventy-first year of his life. He was born in Germany. He served throughout the Franco-Prussian War and won a medal in recognition of his services. He later came to America and settled in New Haven, where he opened a cigar factory.

The deceased was prominent in fraternal circles and German societies. Large delegations attended the services, which were conducted by the Masons.

Mr. Wirtz is survived by a widow, two daughters and three sons.

Jacob Del Monte

Jacob Del Monte, a pioneer leaf tobacco dealer and the founder of the firm of J. Del Monte & Sons, Burling Slip, Manhattan, died recently at his home, 68 West 117th Street, New York City, following an attack of heart disease. The deceased was born in Amsterdam, Holland, seventy-four years ago. He came to this country in 1860. Fifty years ago he started in business as a dealer in tobacco leaf. He is survived by three sons, David H., John, and Joel, and one daughter, Mrs. Kate Wiener.

Trade Jottings

A factory and cigar store has been opened at 1311 Vine Street, Cincinnati, O., by J. N. Nides.

Splendid business on "Osmundos" is reported by the Cordover Cigar Company, Denver, Col.

W. H. Orr, of the S. R. Moss Cigar Company, Lancaster, Pa., a short time since, spent a week in Milwaukee, Wisc., in the interests of the popular "Flor de Moss".

A splendid selection of "Henry the Fourth" cigars, manufactured by Bustillo Brothers & Diaz, is carried by the stores of the Levenson Cigar Company, Richmond, Va.

Decidedly satisfactory business on the "Muriel," manufactured by the P. Lorillard Tobacco Company, is reported by Charles E. Nebergall, who conducts the Court House Cigar Stand, Portland, Ore.

"John Ruskin" cigars are being much called for at the Badger Tobacco Company, Milwaukee, Wis. The "John Ruskin" is made by the I. Lewis Cigar Manufacturing Company, Newark, N. J.

Numbered among recent visitors to the Klingenstein Company, Los Angeles, Cal., was C. W. McCormick, representing Y. Pendas & Alvarez, manufacturers of the well known "Webster" cigar.

"Rainier Club," an Invincible shape, manufactured by E. M. Schwarz & Company, and retailing at five cents, is being put on the market locally by Schwabacher Brothers & Company, Seattle, Wash.

The Railway Exchange Cigar Company, Portland, Ore., which conducts three stands in that city, recently increased its number of Sanchez & Haya shapes by the addition of the Favoritos and Kings sizes.

William M. Simpson, of John W. Merriam & Company, New York, left Los Angeles, Cal., a short time ago for a trip along the Coast. San Francisco, Portland and Seattle, are included in the principal stopping-off points.

A new store is to be opened in the near future at Evansville, Ind., by the House of Crane. E. E. Crane, of the company, recently paid a visit to Evansville to superintend the completion of some of the details necessary for the opening.

William Kurtz, cigar and tobacco jobber, Cleveland, O., is devoting his attention at the present time to the "Lord Macaulay," manufactured by E. Kleiner & Company, and the "La Famosa," manufactured by E. Popper & Company.

Satisfaction is felt by the Best & Russell Cigar Company over the business done by the branch which they opened at Oklahoma City, around the first of the present year, the month of May being pre-eminent in the number of sales.

R. C. Hammond, of the "Truly Spanish House" of Cuesta-Rey & Company, was recently numbered among the more prominent visitors to the Niles & Moser Cigar Company's quarters at Denver, Col. This house jobs the Cuesta-Rey & Company's products, it being stated that they have a good call locally.

NEW YORK MERCHANTS PLAN ACTIVE CAMPAIGN AGAINST USE OF PREMIUMS AND COUPONS

Will Support Stevens Bill and Attack Premium System—Executive Committee to Meet Friday to Plan Definite Steps

THE Conference of the Independent Retail Merchants Association of New York is continuing its agitation against the premium systems and coupons, and now threatens to introduce a bill in the Albany Legislature this fall to tax the coupon and premium companies out of business. If they meet with the same success that has characterized such movements in other States, they will not be very far up in the procession when the smoke of legal engagements clears away.

A conference was recently organized to protect the interests of the retail merchants in New York City. Dr. W. C. Anderson has been made president of the conference. The conference is composed of sixteen organizations of retailers as charter members. It is claimed that a number of inquiries have been received for admission, and that they will be passed upon at the meeting of the executive committee on Friday.

While the object of the conference is to look after the interests of the small retailers, the first move of the organization will be directed in three ways: (1) Consistent support of the Stevens bill, which would legalize price maintenance on trade-marked and copyrighted products; (2) legislation to tax coupons, trading stamps and all premium enterprises; (3) opposition to the combination of the Riker-Hegeman and the United Cigar Store interests.

A meeting of the executive committee of the conference has been called for Friday afternoon, at two o'clock, in the Fifth Avenue Building. Definite steps will be taken, said the president, to lay out a line of campaign.

In regard to coupons, said Dr. Anderson, the opinion of the retail merchants of the conference is that they are in every way inimical to the retailers and of doubtful value to the consumers. Taxation seems to be the most effective method of combating the practice, he said, and the efforts of the conference will be directed to fostering such laws.

The combination of the Riker-Hegeman stores and the United Profit-Sharing Company is intended to promote unfair competition, Dr. Anderson said, and will be opposed by the conference of retailers. The legality of the consolidation will be thoroughly tested, and if practicable, the matter will be pushed in the courts under the provisions of the Clayton Act, was the statement. Dr. Anderson asserted that the combination will undoubtedly take the form of department stores, where not only drugs and cigars will be sold, but also the varied articles that are usually found in merchandise houses. He feared that the result would be a war of price-cutting, which would mean death to small merchants, unless aided by the law.

The principle of price maintenance, was the further statement, underlies the entire fight of the small retailer. No sensible person, he said, believes that the merchant can sell below cost or wants him to sell below cost. Unless price maintenance is sustained the larger corporations can promote relentless competition through price-cutting, which will drive out the smaller men, he asserted.

Among the brands carried by H. J. Jeff, proprietor of Jeff's Smokehouse, 24 West Second Street, Salt Lake City, are "Cuesta-Rey," "Juan de Fuca," "Flor de Valentine," "Broadwall" and "John Ruskin." Mr. Jeff just recently had his store redecorated, giving it a very pleasing appearance.

AUSTIN, NICHOLS & COMPANY PLAN TO OPERATE A CHAIN OF HOUSES

(*Continued from page 13.*)

"Austin, Nichols & Company claim to be the largest importing, manufacturing wholesale grocery concern in America or the world. We have enjoyed the reputation for many years of being the largest operators in food supplies in this country. We are now opening a branch in Albany, N. Y., for the purpose of taking care of our friends and customers—the retail grocers.

"We have watched the work of chain stores, mail order houses and other innovations, and we feel it our duty and privilege to line up and get back of the individual retail grocers who have favored us with their business for many years. This innovation on our part, in opening a branch house in Albany, may upset the grocery market somewhat. It may affect the chain stores and mail order houses, but the advantages to our customers in this innovation are so great that we would have rendered them sorry service had we not brought about a condition by which the individual grocer can successfully compete with any chain store or mail order concern.

"Our methods will be new and unique, for we are opening our house in Albany for the purpose of protecting the retail grocer.

"Our terms will be net cash—no cash discount—the goods will be sold ex our store, 20 Tivoli Street. You must buy with cash, and cart your own goods, or arrangements can be made at our office by which the Frazer & Kelly Company will deliver goods to any point in Albany at two cents per hundred pounds, with a minimum charge of twenty-five cents. Our prices will be based on net cash terms, with no expense attached to the sale whatever. There will be no large clerical force, no credit department; in fact, every possible expense will be eliminated. Our goods are landed from the cars direct to our warehouse.

"Orders for our Albany branch will be on the above basis, and no other. No cases will be broken. We will place you in a position that no chain store or any other buyer can possibly own the goods at as low a cost as you if you purchase from Austin, Nichols & Company. A chain store buys for a dozen branch houses, or a hundred, or a thousand branch houses, and his purchasing power, of course, is considerably more than the individual retail grocer's purchasing for one store.

"We have seventy-five thousand merchants with whom we are doing business. They are scattered all over America, and in other zones. Our immense purchasing power and our well-known financial standing is what we are putting back of you, Mr. Retail Grocer, and we are the only house in America that has the nerve to do it."

J. G. White Has New Location in Glens Falls

J. G. White, the well known cigar dealer of Glens Falls, located on Glen Street, has removed his store and fixtures to the Rockwell House store, formerly occupied by the Perry barber shop. The old stand which Mr. White vacated had been for forty years a wholesale and retail cigar and tobacco stand. Mr. White had occupied it for ten of these years. The new location is much more favorable for Mr. White's business and it will permit him to increase his lines considerably.

Trade Jottings

A splendid display of "Mi Favorita" cigars was made recently by C. B. Perkins & Company, Boston, Mass.

Louis Goetz has been transferred to Evansville, Ind., by the J. B. Moos Company. Mr. Goetz comes from Dayton, O., where he was in charge of the company's brand in that city.

Samuel Herzberg, a cigar manufacturer, of 704 East Fifty-first Street, New York City, has filed a voluntary petition in bankruptcy, alleging assets of $187 and liabilities of $10,059.

J. Durbin Acker, manager of the cigar department at the Twelfth and Chestnut Streets store of the Finley Acker Company, has opened his cottage at Sea Girt, N. J., and will spend a month at the North Jersey resort with his family.

The J. F. Portuondo Cigar Manufacturing Company, 1110 Sansom Street, who have the cigar privilege at the National League Base Ball Park in this city, report a very satisfactory increase on their 10-cent "Sintoma," and 5-cent "All Alike" brands over last year.

The Stone-Ordean-Wells Company, Minneapolis, having closed its fiscal year June 26th, reports that the Minneapolis branch of the company from the standpoint of cigar sales discloses an increase of fifteen per cent. over the previous year.

A cigar store was opened during the past fortnight at 825 Locust Street, St. Louis, Mo., by B. G. Tinker. "Cuesta-Rey," "El Planco," "Apropo" and "First Consul" cigars are included in the brands carried by Mr. Tinker. He also carries a complete line of cigarettes.

Modern in every respect are the new headquarters of the Bieringer Brothers Company, 227 State Street, Boston. Splendid offices, practical shipping and receiving departments and a first-class pipe department are among the things that combine to make the new premises attractive.

"Sirena," manufactured by Garcia, Vega & Company, and distributed by the Railway Exchange Cigar Stores Company, Portland, Ore., is having an excellent demand in that place. Formerly it was exclusively carried by the Chamber of Commerce cigar stand. It is stated to be one of the best selling Havana products in the local market. There is a good demand for "Sirena" in box trade.

"Admiration," manufactured by E. Regensburg & Sons, and "La Saramita," manufactured by the Shields-Wertheim Company, have recently been stocked by the Perfecto Cigar Company, Columbus, Ohio. "Charles the Great" (Salvador Rodriguez) is also handled by this company. The "Perfecto" Company operates various cigar stands throughout Columbus, and reports good business at all locations.

Announcement is made to the trade that Joe Goodman, Cincinnati, Ohio, representative for the "Little Brown Box" of Philip Morris & Company, Ltd., New York and London, has severed his connection with that concern and will hereafter represent the Standard Cigar Company, of Pittsburgh, locally. Mr. Goodman will devote his attention to the "Dry Slitz" stogies of the Standard Company.

RETAIL RINKLES

Catchy Schemes Used Successfully By Thinking Men To Improve, Enlarge and Popularize Their Business . . .

One retail cigar and tobacco dealer, who has long impressed upon his patrons the idea that his store was one for service, as well as one where good cigars and tobacco could be obtained, hit upon a plan of supplying tags for suitcases and traveling bags, bearing the owner's name and address, for all such articles as were checked at his store.

Suitcase Tags

These tags were offered for the return of a given number of sales slips. The name and address on the stiff cardboard under a mica shield was written with large size type such as is found upon special typewriters.

* * *

From the country resort section comes a plan that has boosted the sales and profits of a cigar and tobacco dealer during the vacation period.

Aside from carrying articles that appeal to vacationists from many patrons who called for various articles which this merchant carried, he overheard many comments concerning the introduction of new dance records for talking machines, which formed a pleasant pastime for many of the guests at the various hotels, especially among the younger members.

Dance Records for Sales Slips

This live wire immediately got busy and ordered a dozen of the later and more popular records, and upon their arrival sent word to the proprietors of the various boarding houses that these could be secured for the return of cash register slips, the size of the record depending upon the number of slips returned, and a small cash payment to cover cost of shipping.

These records were given in exchange for sales slips for cigars, cigarettes, pipes and a general line of smokers' supplies, and the current season will be the best in the history of the business.

* * *

A cigar and tobacco dealer located on the Atlantic Coast was situated in a neighborhood where the male members of the summer colony were possible customers only from Saturday until Monday. The plan to reap the benefit of their visits was solved by the daughter.

Bathing Accessories for Premiums

Being fond of bathing, the daughter of the tobacconist insisted on purchasing a pair of what is known as "water wings," and this request was father to the thought that many of the visitors could be influenced to make purchases of their favorite smokes provided these articles were given for the return of a given number of cash sales slips.

This plan was successful, and bathing caps and shoes were added to meet the increased demand for premiums, which appealed directly to the class from which this dealer's patrons were drawn.

That cigar dealers located in a residential section can successfully conduct a premium campaign and secure desirable publicity, is exemplified by the dealer who offered Japanese porch screens for the return of a given number of coupons, showing that cigars had been purchased to the amounts of twenty-five cents worth or over at each purchase.

Gave Away Porch Screens

This offer, needless to say, met with the approval of the feminine members of the neighborhood and was the means of improving the appearance of many porches.

* * *

The article which appeared upon this page some few weeks ago relative to the twin sons of a cigar and tobacco dealer cutting the grass and caring for the lawn of his parents was responsible for a new idea which was adopted by a dealer in quite another territory.

Using a Rinkle

Many of the patrons of the latter took pride in their lawns, but as many sojourned at various other places for one or more months, the lawns upon their return were not as beautiful nor as sightly as before the departure of the family for the annual outing.

This dealer conceived the idea of securing the services of two boys whose duty it was to sprinkle certain lawns upon given days and to see that the grass was cut and kept within bounds while the families were out of town.

Sprinklers for the lawn were distributed for the return of a given number of coupons and cards were issued to the families who were entitled to receive this service. As a result, many cigars, pipes and packages of smoking tobacco were sold over the counter, which meant less worry and scheming as to how the dull summer months were to be taken care of.

* * *

seashore or lake resorts usually spend some of their vacation period in the country, and in many localities camping parties are rapidly increasing.

Winning Club Trade

Within the past eighteen months outdoor clubs have been formed, and plans made for the annual outing, to be held at such time as will suit the convenience of a majority of the members.

Notices of the formation of these clubs appeared in the daily newspapers, and within a fortnight after the clubs had been formed one cigar and tobacco dealer had a proposition before the club to supply them with tents for the return of coupons representing goods purchased at his store.

The male members of the club were quick to see the advantage of such an offer and began to patronize this dealer. More than 90 per cent. of the members of the club had not been regular customers, but keeping in mind this proposition, gradually began to invite their friends to join them in their efforts to secure sufficient coupons for the camping necessities.

The tents were secured in time and it is difficult to believe that you could entice the members of that club and their friends from the patronage of that particular dealer.

Foreign Tobacco Markets and Production

Dominican Republic

NEARLY all Dominican tobacco is grown in the Provinces of Santiago, Moca and La Vega, in the northern section of the Republic, known as the Cibao, and consequently in the Puerto Plata consular district. Towns bearing the same names are the chief centers for the marketing, packing and exportation of the crop. Of these Santiago is by far the most important. The neighborhood of La Vega is said to produce the best quality.

Tobacco, after cacao, is the most important crop of the district, and ranks third among the exports of the Republic. This product is even more important for the well-being of the people than export figures would indicate, for it directly affects a large number of people. It is grown on a small scale by individual farmers, and its packing, preparing and transportation give employment to many laborers. The Summary of Commerce for 1909, published by the receivership of Dominican Customs, contains the statement: "More branches of native labor are employed in the growing, gathering and shipment of tobacco than in any other cultivation, and the proceeds accruing are more widely distributed among the people."

There are two kinds of tobacco grown, known as the aromatic and the creole. The aromatic tobacco forms only a small portion of the crop but brings a much higher price than the creole. It is grown from special seed, and requires an unusually rich soil. It is practically all purchased by local manufacturers, to be made into cigars and cigarettes for the Dominican trade.

The creole variety, grown for export, is of low grade, with large dark-brown leaves. Its chief market has always been in Hamburg and Bremen, points which served as distributing centers for Continental Europe. The chief users were Germany, France, Spain and Austria. This product is manufactured into cigars, cigarettes and pipe tobacco, blended with other varieties. Years when the crops are especially poor in quality, a large proportion is made into pipe tobacco.

Dominican tobacco is in demand in Europe largely on account of its low price. It does not come into competition to any real extent with American tobacco, but may be compared in its use with Colombian and some other South American qualities, low grades of Porto Rican, and some of the tobacco from Java.

The Dominican leaf is not in demand in the United States, as, on account of the high duties, it is not considered feasible to import such a cheap grade to compete with the American-grown product.

Some persons claim there is no reason why Santo Domingo should not produce a leaf equal to most of the Cuban and Porto Rican tobaccos. Others think this too optimistic a view, but believe that by the adoption of simple expedients, such as more careful selection of seeds and greater care in preparing and sorting the leaf, the grower might receive five cents per pound for his product. Poor preparation is responsible for the condition in which most of the tobacco reaches the markets abroad. This necessitates throwing away large quantities, sometimes as much as half. Too much moisture is often added to increase the apparent weight, with the result that much is lost by rotting.

The export crop of tobacco is grown almost entirely by small farmers, who make no attempt to follow scientific methods of agriculture. Spasmodic attempts to improve conditions made by the government and tobacco manufacturers have failed to produce any marked results.

The same methods are said to prevail here today that were used in Porto Rico before the American occupation. There are no official statistics of production, acreage, etc. It is said that a yield of 1400 pounds to the acre is an average, but the figures must be accepted with caution. The seeds are ordinarily planted in October or November and transplanted from December to February. The usual harvesting period is in March and April, when the leaves are gathered as they become ripe. The next treatment consists of air drying in a shed having a thatched roof.

The packing houses for tobacco which are located in the towns have their brokers who go out in the country and buy the crops from the individual farmers. When purchased, the tobacco has already been gathered, placed in sheds, and usually classified and tied up at the stems by a band of straw. It is then placed provisionally in seroons after moistening a little to prevent breaking, and in this condition it is transported on the backs of animals to the warehouses of the purchaser in town. Here it is finally assorted into three classes and bunched in hands of twenty to thirty leaves. It is then packed definitely for shipment in seroons or jute bags.

The tobacco is classified into three grades: FF, the largest and best leaves, known as wrapper (capa); F, medium-sized leaves, known as binder (capote); A, the smallest leaves, known as filler (tripa).

The price received by the growers is usually very small, but varies considerably from year to year. Recent prices received for the different grades have been three cents per pound for FF, two cents for F and one cent for A. The tobacco is packed for export either in jute bags, weighing 132 pounds gross and about 125 pounds net, or seroons, weighing 132 gross and 117 net. The bag is a more expensive method of packing, and there is usually a difference of about $1 between the price of a seroon and that of a bag of tobacco. The seroons are made from palm straw, and are lined by encasing in a bark called yagua, cut from the lower part of the bark of the royal palm.

Figures of cost to the purchaser would be about as follows: Cost of tobacco, $2.32; brokerage, twenty-five cents; transportation, fifteen cents; seroon, ten cents; total cost of seroon of tobacco, $2.82. This does not include the final cost of assorting and packing.

The crops are produced by small farmers, the largest of whom would probably produce on an average about two hundred seroons a year. Some of them also buy from their neighbors. Occasionally the tobacco buyers make small advances to the farmers in order to secure their crops, but this is not a very general practice. The purchaser usually supplies seroons and transportation.

The total intermediate cost from purchase in sheds on the farm to delivery at the railroad station is about $1.25 per seroon. A packing house which puts up two hundred to three hundred seroons a day during the season would be considered a large house.

The practice of former years, in exporting tobacco, has been about as follows: The majority of the firms in Santiago and other centers bought tobacco with money advanced to them by German houses, and in exchange agreed to send the tobacco on consignment to these houses. Uncertainty as to the price for which the tobacco would be sold often led to undue optimism regarding the future, with the result that they often deceived themselves and, after all the expenses were deducted, actually lost money.

The movement of the crop could not be handled by this system last year, on account of the revolution and the European war, which disarranged business during the normal exporting season from July to October. At first, much apprehension was felt at the changed state of affairs, and it was feared that the tobacco business would be ruined. Later, however, representatives of foreign houses appeared and offered to purchase the crop at fixed prices, either at the railroad station, in the interior, or at the seaport. This system would appear to be advantageous to the packer who has not sufficient capital to finance his own exportations, and it is probable that it will be generally followed in the future. The foreign buyers ship their crops to Dutch or Danish ports instead of to Hamburg and Bremen, as in the past.

Some idea of the cost of getting the tobacco to its destination is afforded by the figures of railroad freight rates from Moca to Puerto Plata, $13 per ton, and from Santiago to Puerto Plata, $10.

Since the outbreak of the European war, ocean freight rates have increased tremendously. Formerly the Hamburg-American Line charged $15.81 per ton to German ports, and $19.46 to other neighboring European ports. The rate to Holland via New York is now $5 per bale, or about $80 per ton. Most of the recent purchases, however, have been forwarded by specially chartered ships, which brought the cost to about $40 per ton.

No statistics of acreage or actual production are available, but under normal circumstances nearly all the crop of creole tobacco is exported. No very definite tendencies as to decrease or increase of production are shown by the exports of the district, although a wide variation from year to year is noted. Sometimes the price received has been so low or other conditions have been such that much of the crop has been left to rot, and for this reason the exports are often below the actual production. Statistics of export during the last ten years are as follows:

Years.	Pounds.	Values.
1905	11,510,310	$840,487
1906	14,061,300	.....
1907	17,997,923	.....
1908	18,665,594	1,009,608
1909	24,822,461	1,239,486
1910	22,262,108	958,441
1911	28,716,879	1,324,511
1912	9,823,208	519,970
1913	19,580,000	1,121,775
1914[a]	7,843,219	430,231

[a]1914 figures are approximate.

In the usual course of events practically all the tobacco is exported through Puerto Plata, but for some months, owing to the bad condition of the Ferrocarril Central Dominicano, considerable quantities have been shipped via Sanchez. This has been encouraged by the fact that the Samana & Santiago Railroad has given a reduction of fifty per cent. in its rates on tobacco from its terminus at Salcedo to the port of Sanchez.

The 1914 crop was grown under favorable circumstances and would have given a record yield except for the disturbed condition of the country. Much was lost on account of lack of proper care and storage. Out of a crop estimated at 200,000 seroons, perhaps 100,000 to 120,000 were actually brought to market. A large part of this crop still remains in the country. The 1914 exports consisted chiefly of a portion of the 1913 crop which had been held over. The 1914 crop was excellent in quality.

The 1915 crop will be small. Farmers were demoralized at the time of planting because of the low prices (averaging two cents per pound) and the late planting of the previous crop. The seed plants did not grow well on account of drought, and some replanting had to be done in various localities. Latest returns all point toward a small crop, probably between 60,000 and 80,000 seroons.

Denmark

While tobacco is extensively used in Denmark and cigars and cigarettes are popular here, no statistics in relation to Denmark's manufacture and consumption of tobacco are available, with the exception of the manufacture of cigarettes.

There are twenty-two concerns in the Kingdom manufacturing cigarettes. The output in 1913 was 271,000,000, and of these 258,000,000 were made by six of the twenty-two factories. Some 130,000,000 cigarettes were also imported. The export of Danish-made cigarettes amounted to about 5,000,000. The consumption is increasing. As the cheaper qualities of these goods as well as of tobacco have the sale in this country, the question of import duty receives considerable attention.

The customs duty on the importation of tobacco into Denmark from all foreign countries in cents per pound is as follows: Leaves and stems, 7.78; cigars, 26.74; cigarettes, 7.78 plus thirty per cent. ad valorem; other tobaccos, $9.72.

There is an internal revenue tax on cigarettes, cigarette coverings and cigarette tobacco manufactured in or imported into Denmark, as follows: (A) For cigarettes sold retail, inclusive of the internal revenue tax—below 0.268 cent each, 2.68 cents per 100 pieces; from 0.268 cent to 0.402 cent each, 5.36 cents per 100 pieces; from 0.402 to 0.67 cent each, 8.04 cents per 100 pieces; from 0.67 cent to 1.072 cents each, 13.4 cents per 100 pieces; from 1.072 to 1.608 cents each, 20.1 cents per 100 pieces; from 1.608 to 2.144 cents each, 33.5 cents per 100 pieces; more than 2.144 cents each, 53.6 cents per 100 pieces; (B) For cigarette coverings—6.7 cents per 100 pieces; (C) For cigarette tobacco sold retail, inclusive of the internal revenue tax, at—73 cents but not above $1.09 per pound, 7.3 cents per pound; more than $1.09 but not above $1.46 per pound, 10.94 cents per pound; more than $1.46 per pound, 14.6 cents per pound.

The importation of leaf tobacco, etc., in 1913 (the last year for which statistics are available) showed an increase over 1912 in the quantities shipped here from the United States, Great Britain, Netherlands and Belgium. Imports from the United States amounted to 495 tons, compared with 285 tons in 1912; from Great Britain, 10 tons, compared with 6 tons; Netherlands, 1528, against 1334; Belgium, 129, against 110; other figures for 1913, including 333 tons from Hamburg, 2407 from the rest of Germany, 20 from Russia, 183 from Austria, 13 from Brazil; a total from all countries of 5173 tons.

The importations of tobacco stems (stripped) in 1913 were 3 tons from the United States, 4 tons from Germany, 18 tons from Great Britain, 43 from Netherlands; a total of 70 tons.

Costa Rica

The value of the annual importations of tobacco into the consular district of Port Limon, Costa Rica, is about $100,000. The several classes and amounts are: Tobacco manufactured into cigars, cigarettes and fine smoking tobaccos, in bags and tin cases, $50,000, forty-eight per cent. of which comes from Cuba, forty per cent. from the British West Indies and about ten per cent. from the United States; leaf tobacco, $40,000, of which fifty-one per cent. comes from United States, forty-two per cent. from Salvador and seven per cent. from the British West Indies (mostly Jamaica); plug tobacco, $10,000, practically all from the United States.

The duty on leaf and plug tobacco is $0.442 per pound. The duty on manufactured tobacco, cigars, etc., is $0.884 per pound.

Besides the duty mentioned, there is also a revenue tax of 8.6 cents per pound on fine cut and leaf tobaccos.

(Continued on Page 26)

Foreign Tobacco Markets

(Continued from Page 25)

The internal revenue taxes on cigars and cigarettes are as follows: $0.00465 per cigar weighing over 4 grams, or per box of cigarettes containing sixteen cigarettes, weighing not more than 25 grams (a fraction in excess of this weight shall be considered as a complete box); $0.00232 for each cigar weighing 4 grams and less.

There are no statistics by which to estimate the actual consumption of tobacco in this district, but it is safe to say that ninety-nine per cent. of the male population smoke tobacco in some form.

The English and Americans smoke imported cigars and pipes, the high-class native generally smokes cigarettes and cigars made in the country from imported tobacco, the negro laborer and native peon smoke the cheapest kinds of cigars and cigarettes, made from the native tobacco, and chew American imported plug tobacco.

There are no tobacco or cigar factories worthy of the name in this district, but it is the custom among the women and girls of the working classes to spend several hours each day making the cheap, native leaf tobacco up into cigars and cigarettes, thus adding considerably to the small income of the family. These cigars they sell at about one cent each, and the cigarettes at about five for one cent.

Spain

Spain's average annual expenditure on smoking tobacco for the five years ending 1913 was $41,049,766. During 1914 the country expended $42,468,901 on that product. Chewing tobacco is not used. As previously stated in "Commerce Reports" this industry is a government monopoly under lease to a Spanish concern. The import duty on cigars is about $3.50 per pound at today's exchange; and on cigarettes and pipe tobacco the import duty is about $2.19 per pound at today's exchange.

Colombia

A recent report on the necessity of a market for the Colombian tobacco crop has been followed by the receipt of further information from growers in the district of El Carmen, in the Department of Bolivar. One merchant of Carmen writes as follows:

"For a substantial period the people here have dedicated themselves to the growing of tobacco, which they were exporting to the free port of Bremen, in Germany, but now, owing to interruption by the war, it has been impossible to ship there, and other markets have been tried, but with no solid basis. This has disturbed the commercial and industrial equilibrium.

"Owing to the fact that no one can foresee the termination of the war, no advances of money have been made to the growers of this plant. Meanwhile the people are in agony for failure to find occupation, above all in the industry to which they are accustomed. For this reason I desire to give you exact information in relation thereto.

"Under normal conditions this region produces about 100,000 bales of tobacco, of 130 pounds each, of ordinary, good and very good classes, which is taken on pack mules for thirty miles to rail or river transportation. This is packed either in burlap or hides. When shipped this tobacco is insured for from $9.50 to $11.90 per bale.

"Freight and charges are for account of consignee, and the consignor has usually drawn at ninety days, on the basis of £1 for ordinary to £1 12s. for good. It has been the rule also for the importers in Germany to advance to exporters a credit of £500 up to £1000 at six per cent. These tobaccos are sold in Bremen on sample, one bale of each class being the basis."

If a market could be found for these tobaccos by American merchants, or they could arrange to import them, holding them even for re-export after the war, the results would be greatly beneficial to this section of Colombia.

[Lists of the principal tobacco importers of the consular district of Port Limon, Costa Rica, with their American purchasing agents; of the leading packers and exporters of Dominican tobacco; and of merchants in Colombia who are interested in tobacco exportation may be obtained at the Bureau of Foreign and Domestic Commerce or its branch offices. Samples of Dominican leaf tobacco, accompanying the report from that country, may be inspected at these offices. The samples are of first-class (F) leaf from the 1914 crop.]

The Bureau of Foreign and Domestic Commerce has recently issued a monograph entitled "The Tobacco Trade of the World," made up for the most part of consular reports from the principal tobacco producing and consuming countries. Copies of this publication may be obtained from the Superintendent of Documents, Government Printing Office, Washington, D. C., at five cents each.—"Commerce Reports."

Trade Jottings

Willis Andruss, identified with H. Fendrich, Evansville, Ind., was a visitor recently to Kansas City in the interests of "Charles Denby" cigars.

The Seventeenth and Wilton Streets store of the Niles & Moser Company, Denver, Col., has been purchased from that company by C. E. Hinks. Mr. Hinks was formerly manager of the retail stores of the Niles & Moser Company, but resigned from that position recently.

July 6th, at Cincinnati, O., M. A. Gunst & Company opened a month's local campaign on their "Owls," "Robert Burns" and "Little Bobby" cigars, under the direction of J. H. Bissinger. Mr. Bissinger is in charge of the Middle Western territory of the Gunst Company.

The J. G. Cohen Cigar Company, Fourth Avenue and Cherry Street, Seattle, Wash., local distributors for the "El Sidelo" cigars, manufactured by Samuel I. Davis & Company, Tampa, Fla., were recently the recipients of a visit from Dave Erdrich, of the Davis Company, in the interests of the brand.

An admirable demand for "Cinco," "Charles the Great" and "Henrietta" cigars is reported by the W. B. Elam Company, of Richmond, Va.

An increasing demand for "Baron DeKalb," manufactured by John W. Merriam & Company, New York, is reported by T. D. Turner & Company, Oklahoma City, Okla., local distributors of the brand.

The cigar business of W. Chancellor, Marysville, Cal., has been taken over by W. Woods.

According to completed records for the six months just recently ended, excellent business for the entire period was experienced by the Perfecto Cigar Company, Columbus, O. The Perfecto concern operates six stores throughout the city. The "Valmont," retailing at five cents, is the latest brand taken on for distribution.

Heard on Broadway

Frank Pyle, representing the Jose Lovera Company, recently made a short visit to Pittsburgh in the interest of the company's brands.

F. H. Hoisington, of the Cayey-Caguas Tobacco Company, has returned from a short trip in the interests of the "Savarona" brand and reports a steadily increasing demand.

Justin Seubert is at present in Syracuse. There is evidence of great activity at the factory and reports indicate that "Optimates" are enjoying a heavy call.

Report received by Arguelles, Lopez & Brother from George Becker, who stopped off for a short time recently at Pittsburgh, Pa., is to the effect that an excellent demand is being experienced on the company's "Tadema."

Mendelsohn & Company report the factory busy on "Decision," a five-cent cigar. Max Mendelsohn is at present in Cleveland looking after the interests of the company. "Rigoletto" and "El Symphonie" are receiving a good share of attention from the trade, too.

Announcement is made that Julius Klorfein, manufacturer of the "Garcia Grande" mild Havana cigar, will move from his present quarters, 45 Fulton Street, New York City, to 476-478 Broome Street, during the latter part of this month. Two floors, covering an area of 15,000 feet, will offer much needed room for manufacturing purposes.

Cigar Windshield Makes a Hit With the Trade

The smoker who likes to drive his motor car with his favorite brand clutched between his teeth will find the joys of driving greatly increased by the use of the Clifford Cigar Windshield, which is being marketed by the Clifford Manufacturing Company of 794 Seventh Avenue.

This device consists of an asbestos pocket which fits firmly over the lighted end of the cigar, thus retaining the ashes and preventing them from blowing into the eyes of the smoker and the other occupants of the car.

These cigar windshields are made in three sizes—panatela, perfecto and large. Heat makes the asbestos porous and the cigar draws as freely as it would under ordinary conditions. The shield also prevents the uneven burn which is sometimes caused by driving in the wind.

The windshields are packed six to the folder, which sells for ten cents the package. The folder is a trifle larger but no thicker than the ordinary match booklet and can be conveniently carried in any pocket.

The factory is working to capacity delivering these booklets and retail dealers who cater to automobile trade report that the cigar windshields are making a big hit.

Price Not Advanced on "Riz la Tour" Papers

WM. DEMUTH & COMPANY, 307 Broadway, call attention to the fact that recent articles appearing in the tobacco trade papers relating to an advance in the price of certain brands of imported cigarette papers do not refer to the "Riz la Tour" cigarette papers as they have not been advanced.

It will be of interest to the trade to learn that the imported "Riz la Tour" brand of cigarette papers is controlled exclusively by Wm. Demuth & Company. It is one of the finest quality French rice papers and ranks as one of the leading brands of cigarette papers on the market.

While the price of some brands of imported cigarette paper has been advanced, the "Riz la Tour" paper has not been so affected. Wm. Demuth & Company will be glad to furnish the trade with samples of "Riz la Tour" paper upon request.

Lincoln & Ulmer Occupy New Location

Lincoln & Ulmer, the well-known manufacturers, are now occupying their new quarters at Greene and Prince Streets, New York City. The structure, which was remodelled recently, gives to Lincoln & Ulmer three floors and basement. One floor is devoted to salesrooms, offices and humidors, with two others given to manufacturing and packing. The basement is used as a storage place for tobacco. The new location has unusual lighting facilities, and is regarded by the firm as a well-apointed factory building. Lincoln & Ulmer manufacture "La Modina," "Flor de Putnam," "Rodena" and other brands.

To Extend Use of Coupons

One hundred manufacturers who now pack United Profit-Sharing Coupons with their merchandise, assembled on the evening of the 12th at an informal dinner held at the McAlpin. Addresses were made by ex-president Woodhead, of the Advertising Clubs of the World; Charles R. Sherlock, of the United Cigar Stores, and other prominent business men. The dinner followed a convention, at which plans were discussed for the use of the coupon in new fields.

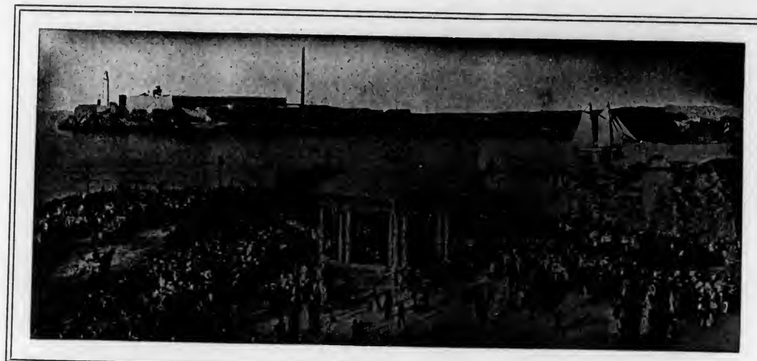
Charles Werner Now With Lewin & Werner

Following a number of years' connection as superintendent with the cigar manufacturing firm of A. G. Kaufmann & Company, New York and Newburgh, Charles Werner announces that since the affairs of the Kaufmann Company have been settled, he will hereafter be associated as partner in the cigar manufacturing business with H. M. Lewin, 432 East Seventy-fifth Street, Manhattan. The company will be known as Lewin & Werner. Plans for the increasing of the business are contemplated.

West Indies Cigar Company Brand a Medal Winner

"Lovesta," one of the leading brands of the West Indies Cigar Company, received a medal of honor in the Gunst exhibit at the Panama-Pacific International Exposition. It was the only Porto Rican brand so honored.

The office states that the increase in sales on this brand is most encouraging and every indication points to a big business in the fall season.



The Cuban Market

From Our
Exclusive Bureau
74 Virtudes

Havana, Cuba.

Havana, July 8, 1915.

BUSINESS during the past fortnight has been considerably better, as compared with the previous fortnight, and while we cannot note any improvement in prices for Remedios, there is however a decidedly better tone for Vuelta Abajo of the old crop, and higher prices were paid for Partido wrappers of the new crop. Besides a good demand on the part of the American buyers the local manufacturers of cigars and cigarettes have contributed in swelling the volume of sales. One Canadian cigar manufacturer has also made some purchase of a regular quantity during the past fortnight. There has been no demand for Europe or for the South American Republics. It appears as if we have passed over the worst period and that henceforth we may look forward to a betterment all around.

We base this belief upon the entrance in our market of the Cuban Land and Leaf Tobacco Company, which always has been the forerunner, and given impetus to the buying of our leaf, when the majority of the American buyers were in doubt how to act. It is safe to say that this corporation is well posted about the holdings of old leaf in Havana, as well as in this country still, and also as regards the prospects what the new crop may be likely to furnish. Besides through its ramifications and alliances in the United States the Cuban Land and Leaf Tobacco Company is in an excellent position to feel the pulse of the coming trade in the North for the fall and winter months, and can act with more judgment upon all the facts in existence, and what is most likely to occur, than any single concern, which cannot be so well posted about everything. Of course we do not wish to convey the impression that the powerful combination might not make a mistake, but the chances of its doing so are reduced to a minimum.

Judging the new crop of Vuelta Abajo from what has come to hand so far, it is of a very light and flimsy nature, consisting mostly of colas and such low inferior leaf, which could be only used for cigarette making. A party of long standing in the trade estimates the yield of clean fillers, fit for the cigarmaker's table, at not over twenty per cent. of the whole quantity, which therefore will be only a drop in the bucket to supply the coming demand, and every sprig of the 1914 growth will be needed, even under the present circumstances of a greatly curtailed output of fine cigars. The market is bound to advance.

Semi Vuelta is in about the same position as Vuelta Abajo, so we need not dwell upon this kind of leaf.

Partido will furnish some good fillers, but as the crop is also materially smaller than last year, the quantity may be barely sufficient to meet the coming demand, and as far as wrappers are concerned there will not be enough of them to supply the home and foreign calls, even at the very high ruling prices.

Remedios has been purchased lately by several houses at figures, which under ordinary circumstances might be called very moderate, still as the light part of the crop may have to be sold at very low figures, the cost of the heavy, first and second capadúras may be higher than what is asked for such classes of the last crop. Those of our leaf dealers that are still carrying large stocks are not enthusiastic to invest in the new leaf and prefer to wait until the vegueros should have packed their vegas themselves, and then purchase them, rather than to run the risk of packing the bundles for their account. The farmers in any event are not so handicapped in having to pay the high charges of an escogida, as our packers are subject to, therefore the cost price is at least about $5 per bale cheaper in favor of the former. The exact quantity and the percentage of heavy quality are two unknown factors still.

Sales during the fortnight totaled 10,902 bales, which consisted of: Vuelta Abajo and Semi Vuelta, 5713; Partido, 983, and Remedios, 4206 bales.

Buyers were: Americans, 4894; Canadian manufacturers, 700, and our local manufacturers of cigars and cigarettes, 5308 bales.

Exports of leaf tobacco from the port of Havana up to June 29, 1915, were: To all ports of the United States, 6428; to Canada, 356; to Paris, 185; to Great Britain, 155; to Norway, 10; to the Argentine Republic, 227; to Uruguay, 15; to Chile, 4 bales, which together amounted to a total of 7380 bales.

Receipts of Leaf Tobacco From the Country

	For two weeks ending July 1, 1915.		Since January 1, 1915.	
Vuelta Abajo	3,133	bales	47,228	bales
Semi Vuelta	832	"	3,631	"
Partido	247	"	2,342	"
Remedios	1,186	"	58,524	"
Oriente	87	"	7,892	"
Total	5,485	"	120,617	"

Buyers of Leaf Tobacco That Come and Go.

Arrivals—From Tampa: Colonel Alvaro Garcia and his nephew, Francisco Gonzalez, of Garcia & Vega; Matt. Berriman, of Berriman Brothers; Enrique Pendas, manager of the Havana-American Company; Manuel Pendas, of Y. Pendas y Alvarez; Facundo Arguelles, of Arguelles, Lopez & Brother; Celestino Vega, of Celestino Vega & Company.

From Montreal, Canada: Morris Davis and E. A. Harris, of S. Davis & Sons, Ltd.

Departures—To New York: S. M. Wallach, Bernhard Lichtenstein and Lewis Cantor.

To Tampa: Colonel Alvaro Garcia, Matt. Berriman, Manuel Garcia, Manuel Suarez and Francisco Arango.

To Montreal, Canada: Morris Davis and E. A. Harris.

Cigars.

Business has quieted down somewhat in our cigar factories, as orders have not come forward as freely as heretofore, and for the remaining two months of July and August we may see some slacker times, although it is confidently expected that from the month of September forward we shall see a revival in orders, at least as far as the United States and England are concerned. The improvement in the demand from the South American Republics, as noted in our last as regards the Argentine Republic, seems to continue, and there are also a few more from Canada and Australia, although not as many as we had hoped for to see. Germany has been asking for some samples of new cigars, but if any business should result it will be only of a very limited character, by way of the few neutral countries.

Partagas is fully occupied still, having enough orders on hand, therefore no reduction in the number of cigarmakers employed has been necessary up to now.

Romeo y Julieta admits that new orders are not coming to hand as freely as they did in May and the beginning of June, but the factory has still a fair amount of unfilled orders to execute.

H. Upmann, having no immediate rush orders on hand, concluded to utilize the quieter period in renovating the paint on their building, inside as well as outside, but this may be only a question of a couple of weeks, besides their fiscal year ended with the 30th of June. In a short time this factory ought to be humming with trade again.

Sol and La Devesa de Murias have been favored by the receipt of more numerous orders than for some time back.

Por Larranaga secured some 500 bales of leaf of choice, old Vuelta Abajo and is working still in good shape, although the principal rush orders have been filled.

Leaf Tobacco

Don Antero Prieto, the senior partner of Sobrinos de A. Gonzalez, left on the 25th ulto. for New York in order to join his family in some mountain resort in the United States and spend a well earned vacation.

Calixto Lopez, a nephew of the late Calixto Lopez, has resigned his position in the Eden factory in order to join his father, Don Manuel Lopez, in the leaf importing business from Cuba, and who is established in New York under the firm of M. Lopez & Company at 90 Wall Street.

Don Francisco Herrero has been appointed as manager of the Eden factory by Don Jose M. Diaz, the president of the Preferred Havana Tobacco Company.

Sobrinos de A. Gonzalez sold 825 bales of leaf tobacco of all kinds during the past month of June.

Fred Davis secured another 1428 bales of leaf for the El Sidelo factory, situated at Tampa as well as at New York. He has, however, not yet finished his purchasing account.

Bernhard Lichtenstein purchased 1175 bales of leaf for their firm of Lichtenstein Brothers, of New York.

Jose F. Rocha disposed of 267 bales of Vuelta Abajo and Remedios leaf during the ultimate fortnight.

Lewis Cantor purchased 455 bales of leaf tobacco, among which there were some choice vegas of Vuelta Abajo of the last crop.

Camejo & La Paz sold 175 bales of Vuelta Abajo and Remedios leaf to their customers during the last two weeks.

Romeo y Julieta were buyers of 850 bales of Vuelta Abajo vegas of renown and belonging to the 1914 growth.

The exports of cigars from the port of Havana, as per our official customhouse returns, during the month of June, 1915, amounted to 10,859,191 cigars
while in June, 1914, we exported only 10,460,839 "

thus showing an increase during June, 1915, of 398,352 "

Increases by countries in June, 1915, were as compared with June, 1914:

Great Britain	1,106,194	cigars
United States	279,911	"
France	234,250	"
Denmark	224,800	"
Argentine Republic	103,204	"
Portugal	59,300	"
Canary Islands	34,900	"
French Africa	30,175	"
Gibraltar	15,390	"
Total	2,088,424	"

Decreases by countries in June, 1915, were as compared with 1914:

Germany	768,380	cigars
Canada	425,444	"
Australia	209,480	"
Spain	92,150	"
Belgium	79,720	"
Chile	66,098	"
Spanish Africa	26,500	"
British East Indies	15,750	"
Total	1,683,522	"

Our nine principal consuming countries now show the following decreases during the first six months of 1915 as compared with the same period of 1914:

Germany	4,452,562	cigars
Great Britain	3,575,375	"
Canada	2,987,807	"
Spain	2,882,821	"
France	2,737,726	"
United States	2,607,186	"
Australia	1,569,470	"
Chile	494,495	"
Argentine Republic	179,949	"
Total	21,487,691	"

The total exports from January 1 to June 30, 1914, 76,666,185 cigars
The total exports from January 1 to June 30, 1915, 55,534,059 "

Decrease in the first six months of 1915 amounted to 21,132,126 "

Exporters of leaf tobacco from the port of Havana above 200 bales during the fortnight ending June 30th were: Virgilio Suarez, 1811 bales; Leslie Pantin, 782 bales; Cuban Land and Leaf Tobacco Company, 566 bales; Perfecto Garcia & Brother, 547 bales; Garcia & Company, 388 bales; Rodriguez, Menendez & Company, 348 bales; Manuel A. Suarez & Company, 257 bales; Manuel Suarez, 227 bales; Jose F. Rocha, 208 bales; Hijos de Diego Montero, 202 bales.

Oretaniv.

San Francisco

Retailers More Cheerful as Sales Climb—A. L. Cuesta Off for Alaska on Pleasure Trip—Trade Alive to Possibilities of National Cigar Day

San Francisco, July 6, 1915.

THE San Francisco cigar dealers appear to be looking on a more cheerful side of life now-a-days than for a long time past. After many fair promises and a number of false starts, business actually has begun to forge ahead, slowly it is true, but steadily nevertheless. While it is claimed that the Exposition crowds have not yet reached the maximum, the city is undoubtedly housing a larger population now than it ever has before. The Fourth of July festivities brought out to the Exposition the largest attendance recorded since the opening day; and the general run of attendance is raising the average right along, notwithstanding the fact that San Francisco people are probably attending less than they did when the Fair was more of a novelty. A big bunch of national conventions and other gatherings is scheduled for this month; and this will be kept up for the next three months, so that the city will certainly be well filled with strangers for several months to come. The cigar men are feeling the presence of these strangers to no small extent, one marked feature of the new trade being the increased demand for brands better known in the East than on the Coast.

Wholesalers report that, while the trade of outside points is naturally not feeling the stimulation of the Exposition visitors, there is, nevertheless, a better feeling all over the country. There has as yet been no great increase in the jobbing business, as most retailers are still very cautious, but what movement there is is in the right direction.

H. H. Manley, Pacific Coast representative of the American Cigar Company, left for Los Angeles a few days ago to meet Vice-President Cristy, of the American Cigar Company, who is just beginning a trip up the Pacific Coast. They will arrive in San Francisco in a day or two.

I. Klingenstein, of the Klingenstein Company, prominent cigar men of Los Angeles, is in San Francisco this week, having arrived in time to spend the Fourth of July holidays in San Francisco and at the Exposition.

H. L. Judell & Company find that their Exposition concessions are keeping them increasingly busy these days. The increasing attendance at the Fair and the growing business of the Judell Smoke Shop and other concessions has necessitated some changes to greater efficiency in handling the crowds. July 5th was, aside from the opening day at the Exposition, the biggest day they have yet had at the smoke shop. H. L. Judell & Company report that the jobbing business is moving along satisfactorily with a steady increase in business keeping time with the gradual improvement in general conditions.

Willard Brothers, distributors of the lines of Leopold Powell & Company, report an increased demand for the "Knickerbocker" line of Leopold Powell & Company, as a result of the activity of H. Bier, the new factory representative of Leopold Powell & Company, who has been busy the last few days working up an increased interest in the "Knickerbocker." Mr. Bier is well known in the local and California trade, having been connected with wholesale interests in San Francisco for many years.

L. Sensenbrenner, of San Diego, Cal., has been visiting in San Francisco for the last few days. Mr. Sensenbrenner is one of the best known cigar men of southern California. He is well pleased with the San Francisco Fair, which he says is tip-top; but he believes that in its own way the Panama-California Exposition at San Diego is very hard to beat.

A. L. Cuesta, of Cuesta, Rey & Company, who spent the last days of June at the San Francisco Exposition accompanied by his family, is now on his way to Alaska on a pleasure trip.

Harry Jones, for a number of years with the wholesale cigar department of M. A. Gunst & Company in this city, but who has for the past year been in charge of the Hawaiian Islands business of the same company with headquarters at Honolulu, has returned to San Francisco again.

Advices from Honolulu report that there is quite a revival of interest in the growing of tobacco in the Islands. H. Hackfeld & Company, of Honolulu, who are interested in the growing of tobacco leaf on the Islands, are in communication with a Sumatra tobacco expert, and arrangements may be made to revive the growing of leaf.

President Geo. W. Whitaker, of the John Bollman Company, San Francisco cigarette manufacturers, has now completed the plans for the erection of a large manufacturing building for the company on a site recently secured at the corner of Fourth and Brannan Streets in the wholesale and manufacturing district of the city. The building will have a frontage of 250 feet on Fourth Street and of 160 feet on Brannan Street. The present tenant of the property has a lease extending till October 1st, so that construction work on the new building will not begin at once; but it is understood that work will begin as soon as possible after that date.

The San Francisco cigar trade is determined not to let National Cigar Day go by default this time. The San Francisco Retail Cigar Dealers' Association has taken the matter in charge and is planning to follow the matter up from now until the day arrives. President Donahue, of the association, will issue a call this week for a meeting of the dealers to map out a plan of campaign. Mr. Donahue says that a lot of interest is already manifested and that satisfactory support is promised.

Edward Wolf, the local wholesaler and distributor of the H. Anton Bock and other lines, who has been spending the past two weeks in Los Angeles, is now back in San Francisco after having placed several good accounts with Los Angeles jobbers. Mr. Wolf reports that the southern California trade seems quite cheered up in view of brighter prospects. Locally business is opening up very nicely.

Alfred Esberg, of the Manufacturers' Cigar Company of New York, has completed his stay on the Coast and is now on his way back to the New York headquarters.

William Martz, secretary and treasurer of the Martz-Oatman Cigar Company of Detroit, is spending the week in San Francisco, chiefly at the Exposition.

Allen.

Cole Cigar Company Stock Sold

In order to satisfy a judgment of $177 held against the Cole Cigar Company of Council Bluffs, Ia., the stocks and fixtures were sold recently for $1260. There had been bidding on the stock and fixtures for several days previous to the sale, but none of them were high enough.

The purchasers were E. I. and C. E. Woodbury, who held the judgment against the company. In addition to their claim there was a mortgage of $710 against four pool tables and a billiard table.

It was stated that after the judgment and mortgage were satisfied and the costs of the sale paid, there would be nothing remaining.

NOW AND FOREVER Reynaldo

Ohio Grower Gets Premium for Fine Leaf

Henry Hodges, a tobacco grower of Milford, Ohio, has recently been notified by the Secretary of Agriculture of the State of Ohio that he has been awarded a high premium and a gold medal on a sample of Clermont County burley tobacco submitted in the tobacco exhibit of the Panama-Pacific International Exposition.

First Crop of Jamaica Tobacco

Cold weather has created a promising outlook for the tobacco crop in Jamaica, B. W. I. After a period of nearly six years of insufficient rainfall there have been fine seasonable rains during the past five months. As a direct consequence the tobacco crop probably will be the finest reaped, both in quality and in quantity, in the history of the island. Although the rains came too late to give full benefit to the sugar cultivation everything points to crops above the average at next season's cuttings.

The absence of shipping facilities is the only serious drawback in the way of the farmers securing the benefit of the bumper crops.

Files Bankruptcy Petition

Patrick A. Crowley, a cigar manufacturer of Springfield, Mass., has filed a petition in bankruptcy in Boston. The schedule shows Crowley's debts to be $3990.38 and assets of about $400. There are about a score of claims against the petitioner, all being unsecured. Some of the most important creditors are: R. I. Spier & Company, of Enfield, Conn., $1025; W. H. Belyea & Company, of Elmira, N. Y., $628.18; M. J. Cassidy & Son, of New York, $113, and Nausbaum & Bowen, of New York, $198.60. The assets consist of about $400 of debts due on open accounts.

Merchants' Bank Building Stand Open

An interesting event in the trade recently was the opening of the H. W. Johnson cigar store in the new Merchants' Bank Building, St. Paul, Minn. The stand, which is up-to-date in every respect, is located on the Robert Street side of the building. The fixtures, which are very attractive, are in mahogany and marble. One of the features of the place is the modern humidor with a capacity of 200,000 cigars. Another feature of the Johnson store, which is the fifth in Mr. Johnson's chain throughout the city, is a delivery boy, who is ready at a moment's notice to deliver anywhere from one cigar to one hundred cigars. Frank Mullane is Mr. Johnson's assistant.

Now and Forever
Reynaldo
MILD HAVANA CIGAR
"Made So Well This Generation, It Will Remain the Next Generation's Favorite"
LUCKETT, LUCHS & LIPSCOMB
BULLETIN BUILDING PHILADELPHIA

BUSINESS OPPORTUNITIES

For Sale, Wanted and Special Notices

RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

Special Notices.

DEALERS—Sell "MOLOTOK" Russian cigarettes. Something different. High class, but not high priced. Cost $15 per thousand—sell 20 Cents for box of 10. Exclusive territory given. Russian Import Company, 858 Harrison Building, Philadelphia, Pa.

MONROE ADLER,
CIGAR BROKER,
186 N. La Salle St., Chicago, Ill. 6-17-he

LANCASTER STOGIE COMPANY,
MANUFACTURERS OF HIGH GRADE STOGIES.
120 Water St., Lancaster, Pa.

HIGHEST GRADE OF WHEELING STOGIES—That will please the most exacting smoker, are made by C. A. Kase, Seventh and Main Streets, Wheeling, W. Va.: Factory 23; Established 1895.

Wanted.

H. BLUMBERG,
Dealer in Leaf Tobacco. Bargains Bought and Sold Every Day. Fillers, Brokens and Tops Our Specialty. Correspondence Solicited.
72 Pleasant Street, Hartford, Conn.

ADLER & MYERSON, INC.,
Buyers of Cuttings, Scraps and Siftings,
332 East Forty-eighth Street, New York City.

CASH PAID FOR CUTTINGS, SCRAPS & siftings.
Write to H. Adler & M. Meyerson, 332 E. 48th, New York

IMPORTANT NOTICE TO CIGARETTE MANUFACTURERS—We manufacture cigarettes for the trade; we also supply tobacco boxes and labels 25 per cent. cheaper than elsewhere. Brands registered. Write for particulars. Live distributors wanted The Soter Company, 235 Canal Street, New York City.

Wanted.

WANTED—Factory making complete line of cigars to sell to the retail trade under a house account arrangement for Pacific Coast. Address, P. O. Box 251, San Francisco, Cal.

Help Wanted.

EXPERIENCED DECORATOR will arrange for displays in cigar store windows in Philadelphia. Box 888, "Tobacco World."

DOES YOUR TRADE USE PUNCH BOARDS?—We invite correspondence from salesmen who are making their trade regularly. The most remuneration side line—no samples—no collections—commission paid as soon as order is shipped. We want only first-class men. Enquirers to receive attention must state line carried and how long, class of trade called on, territory and how often covered. The K. & S. Sales Company, 154-156 Whiting Street, Chicago, Ill.

For Sale.

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 E. 78th St, New York. 9-1-tf

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

SEED LEAF and Spanish binders for sale. Ezra Shank, R. F. D. No. 6, Dayton, O.

Leaf Tobacco Notes

PENNSYLVANIA

Lancaster, Pa.

There is every indication of a late crop of tobacco in Lancaster County owing to the recent hail storms which have been very destructive and which in many cases have necessitated a replanting of the tobacco. This will bring the crop into the season of frosts.

An effort is being made to get the growers interested in a project for having the tobacco sold at auction at several points in the county, as is done in Kentucky, but the movement meets with very little encouragement. There are six thousand growers in this county, and it is considered next to an impossibility to have them change from the custom that has always prevailed here, of growers selling directly to the packers.

The local cigar industry continues to show signs of improvement, and the manufacturers believe that the usual midsummer period of slackness will be escaped.

THE CAROLINAS

Rocky Mount, N. C.

From observation and the best information obtainable as regards the tobacco crop in eastern Carolina and more especially this section, the crop of the bright leaf is doing exceptionally well. Though planted late by a week or ten days, the favorable weather that has prevailed since has tended to offset the lateness of the planting and with favorable seasons from now on, the planters declare the prospects for an early crop are bright. An unusually good stand was obtained in setting and there are generally fewer missing hills than in a dozen years.

By reason of this it is estimated that with some increase in acreage throughout this section the yield should be ten or fifteen per cent. greater than last year and in that event Rocky Mount will in all probability sell between 20,000,000 and 25,000,000 pounds the approaching season.

The warehousemen here are making extensive improvements to their already large warehouse and preparing to take good care of every leaf of tobacco that may be brought to this market next fall.

CONNECTICUT

Hartford, Conn.

The Connecticut River shows the effects of Thursday's storm and, swollen by the flood, went on an extraordinary mid-summer rampage, sweeping down through the Connecticut Valley tobacco lands.

Tobacco growers in Windsor were apprehensive of the damage to their hundreds of acres under cultivation and farther down river corn and potatoes are threatened.

In many tobacco fields, particularly in those where the crop had attained some height, the plants were blown almost flat and the leaves badly whipped. Considerable work will be necessary to put the crop back into condition so that further work of cultivation may be carried on.

Some tented fields escaped practically unscathed, but on other fields the tents were badly torn and considerable other damage done.

NEWMANN & GACH - Fancy Connecticut Wrappers and Havana our Specialty - **Chicago**

THE TOBACCO WORLD REGISTRATION BUREAU

The Tobacco World, established in 1881, has maintained a Bureau for the purpose of Registering and Publishing claims of the adoption of Trade-Marks and Brands for Cigars, Cigarettes, Smoking and Chewing Tobacco, and Snuff. All Trade-Marks to be registered and published should be addressed to The Tobacco World Corporation, 236 Chestnut Street, Philadelphia.

One Dollar for each title must accompany all applications. In case title or titles cannot be registered owing to prior registration, same will be returned immediately, less our usual charge for searching and return postage, or it will be credited if desired.

☞ Positively no responsibility assumed for errors, duplications or any controversies which might arise. We will not under any circumstances act in a legal capacity in cases concerning disputed titles. We maintain a bureau of records only.

REGISTRATIONS

HAVANA MINE:—31,001. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. June 28, 1915. Cores-Martinez Co., Philadelphia, Pa.

STEMPER BILL:—31,002. For cigars. June 28, 1915. Foster & Hays Cigar Co., Milwaukee, Wis.

HENRY'S CIGAR:—31,003. For cigars. June 28, 1915. H. M. Lakoff, Philadelphia, Pa.

RACELEADER:—31,004. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. June 28, 1915. J. L. Greenberg, Chicago, Ill.

EDWILL:—31,005. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. June 28, 1915. Maybrun Cigar Co., Chicago, Ill.

OLD STUFF:—31,006. For cigars, cigarettes, stogies and tobaccos. June 28, 1915. Randall-Landfield Co., Chicago, Ill.

PICK & CHOOSE:—31,007. For cigars, cigarettes and tobacco. June 30, 1915. F. M. Howell & Co., Elmira, N. Y.

LA WOLENO;—31,008. For cigars, cigarettes, stogies, chewing and smoking tobacco. June 30, 1915. Michigan Cigar Box Co., Detroit, Mich.

CHICAGO SUCCESS:—31,009. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. July 1, 1915. Schmidt & Co., New York, N. Y.

CHICAGO PROSPERITY:—31,010. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. July 1, 1915. Schmidt & Co., New York, N. Y.

EMELLA:—31,011. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. July 1, 1915. Pasbach-Voice Litho. Co., New York, N. Y.

H & T ROYALS:—31,012. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. July 1, 1915. Enterprise Cigar Co., New York, N. Y.

BLATISCO:—31,013. For all kinds of tobacco. July 1, 1915. G. Baer & Son, Springfield, Mass.

BRUFAU:—31,014. For cigars, cigarettes and tobacco. July 1, 1915. F. M. Howell & Co., Elmira, N. Y.

1525:—31,015. For cigars, cigarettes and tobacco. July 1, 1915. F. M. Howell & Co., Elmira, N. Y.

GERMAN GENERALS:—31,016. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. July 1, 1915. Theodore Pappas, New York, N. Y.

PENNSIDE:—31,017. For cigars. July 2, 1915. F. P. Ream, Reading, Pa.

PATTORA:—31,018. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. July 3, 1915. Pasbach-Voice Litho. Co., New York, N. Y.

ARTWAY:—31,019. For cigars, cigarettes and tobacco. July 6, 1915. H. Rippen, Perth Amboy, N. J.

SAYTHIS:—31,020. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. July 7, 1915. Schmidt & Co., New York, N. Y.

MUTUAL PROFIT:—31,021. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. July 7, 1915. Schmidt & Co., New York, N. Y.

WATCHUSGRO:—31,022. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. July 7, 1915. Schmidt & Co., New York, N. Y.

LIKEM:—31,023. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. July 7, 1915. Schmidt & Co., New York, N. Y.

FAN TUCKS:—31,024. For cigars, stogies, chewing and smoking tobacco. July 8, 1915. Edwards & Kildow, Alexandria, Ind.

BUCCOS:—31,025. For tobacco. July 9, 1915. The Westerman Cigar Co., Pittsburgh, Pa.

SALOS:—31,026. For tobacco. July 9, 1915. The Westerman Cigar Co., Pittsburgh, Pa.

PITTSBURGH TAGS:—31,027. For cigars. July 9, 1915. International Cigar Co., Pittsburgh, Pa.

EL MAYBRUN:—31,028. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. July 9, 1915. Maybrun Cigar Co., Chicago, Ill.

REAL KENTUCKY:—31,029. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. July 9, 1915. Jno. H. Swisher & Son, Newark, O.

LITTLE DALE:—31,030. For cigars. July 9, 1915. Young & Meis, Moline, Ill.

BIG DALE:—31,031. For cigars. July 9, 1915. Young & Meis, Moline, Ill.

VOCO:—31,032. For cigars. July 9, 1915. A. Bolen & Co., Philadelphia, Pa.

TRANSFER

TINY TIM:—21,663. For cigars, cigarettes, chewing and smoking tobacco. Transferred July 2, 1915, to American Litho. Co., New York, N. Y., by Moehle Litho. Co., New York, N. Y.

CANCELLATION

MARY PICKFORD:—30,384. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered August 29, 1914, by Wm. Steiner, Sons & Co., New York, N. Y. Cancelled June 29, 1915.

Cigar Box Factory for Topeka

Charles Trapp, newspaper editor, of Topeka, Kan., is the owner of the new cigar box factory recently opened in that city. Twelve people started work. The only other cigar box factory in the state is located in Leavenworth, where it has been in operation for thirty years.

As there is at least one cigar factory in every city in Kansas, Mr. Trapp looks forward to a good business. While the tin cans have replaced the wooden box with many of the larger factories, the smaller ones still use the wooden receptacle and Mr. Trapp will cater to their needs.

Get a Specialist

When your health or your business is at stake, you immediately employ a *specialist*. His knowledge is *sure* because he has made a study of only **one** thing; his work is **efficient** because he has practised only with the conditions which he has studied. But sometimes he comes too late!

Mr. Cigar and Tobacco Manufacturer,
Take No Chances with Your Sign Advertising

Get a Sign Specialist

After years of study and experience in developing **Signs** for cigar and tobacco manufacturers we know that we can prepare one for you at **Little Cost** which will **Compel** attention and **Sell Your Products.**

We are **Sign Specialists.** Give us a chance to help you with your sign advertising. Hundreds of cigar and tobacco manufacturers will testify to our success with their problems through our

Paper Enameloid Signs

Don't wait for this necessity to arise. Make inquiry today and be prepared to meet any condition.

ECLIPSE SIGN & ADVERTISING CO.
READING, PENNA.

Head of Willmers Brothers Cigar Company a Benedict

Henry H. Willmers, president of Willmers Brothers Cigar Company, of Dubuque, Iowa, was recently married to Miss Clara Collins, of Chicago, the wedding taking place at the home of the bride.

Upon the return of Mr. and Mrs. Willmers from their honeymoon, they will reside on Langworthy Avenue, Dubuque, where Mr. Willmers recently purchased a new home.

Boston Jobbers to Remodel Home

The Joseph T. Manning Company, jobbers, Boston, Mass., will shortly begin remodelling the premises (comprising three structures) from 490 to 512 Atlantic Avenue, that city, where they will remove upon the completion of the work. This change is made necessary by the increasing business of the company, and will give them a capacity of four floors covering an area of 30,000 square feet of space. At the present they have but 18,000 square feet.

Francis Cigar and Tobacco Company to Close

Following a statement by F. W. Francis, of the F. W. Francis Cigar and Tobacco Company, of New Bedford, Mass., to the stockholders, to the effect that the building in which the company is doing business will soon be razed to make way for a more modern structure, the stockholders voted to close out the business entirely.

Mr. Francis stated that he had found it impossible to lease a first floor in the center of the city and that he was opposed to moving the business away.

One of the officers of the company which owns the building in which Mr. Francis has conducted his cigar store for twenty-six years said that any statement to the effect that the building was to be demolished was unauthorized.

COPENHAGEN
Chewing Snuff

We guarantee Copenhagen Snuff is now and always has been absolutely pure.

It is made of the best, old, rich leaf tobacco. The Snuff Process retains the good of the tobacco and expels the bitter and acid of natural leaf tobacco, making Copenhagen the **World's Best Tobacco for Both Chewing and Snuffing.**

Whenever a dealer has any difficulty in obtaining his supply of Copenhagen Chewing Snuff satisfactorily, we will help him if he will write us.

WEYMAN-BRUTON COMPANY
50 Union Square North New York, N. Y.

JOHN F. HEILAND & CO.
Lancaster County Fancy B's
LANCASTER, PENNA.

J. K. LEAMAN
Packer of and Dealer in **Leaf Tobacco**
Office and Salesroom
110-112 W. Walnut St., LANCASTER, PA.
Warehouse: Bird-In-Hand, Lancaster Co., Pa.

John F. Nissly & Co.
Packers and Dealers in
LEAF TOBACCO
And Importers of HAVANA
No. 143 Market Street, Lancaster, Pa.

Established 1890 Correspondence Solicited
KEYSTONE VARIETY WORKS
HANOVER, PENNA.
Cigar Ribbons, Silk Imitation and Muslinola Ribbon
Printed or Stamped in Gold or Silver
Labels. Stock Cards. Give Us a Trial. We Want Your Opinion

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

For Genuine Sawed CIGAR BOXES, Go to Established 1900
Keystone Cigar Box Co., Sellersville, Pa.
Our Capacity for Manufacturing Cigar Boxes is Always Room for One More Good Customer
MONROE D. SELLERS, SELLERSVILLE, PA.

The Standards of America:
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

SOMEBODY said: "Success comes in cans and failure in can'ts." Thar's success in every can o' VELVET.
Velvet Joe

MR. Dealer, wnat are you doing to get your fair share of the success that VELVET is making?

You sell VELVET to anybody that asks for it?

Of course, but what are you doing to ***make*** them ask at ***your*** store instead of the store around the corner?

Just you try a VELVET display in your window.

That will remind every VELVET smoker who passes your place that he ***needs*** some VELVET.

10c Tins, 5c Metal-lined Bags

One Pound Glass Humidors

½ Actual Size

Liggett & Myers Tobacco Co.

Best Quality **Best Known**

EDEN

The Cigar Without a Peer

Calixto Lopez y Cia
Habana

New York Office— 257 Fourth Ave.

A New Window Trimming Book

¶ The most useful window trimming book that has yet been offered to the public.

¶ This book contains a total of 150 background drawings and a number of small detail sketches.

¶ The first half of the book has the displays arranged in the order in which they should be installed.

¶ The backgrounds are arranged in such a way that anyone can follow them out.

¶ The editor has had more than twenty-five years' experience in every phase of window trimming and it has taken ten years' continuous work to prepare the drawings. Every merchant should possess a copy of "SHOW-WINDOW BACKGROUNDS". **Prepaid, $1.50.**

Tobacco World
236 Chestnut Street Philadelphia

F. ROCHA & CO. Cable: "DONALLES"

Havana Leaf Tobacco

Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba

SAN MIGUEL 100 HABANA, CUBA

M. A. SUAREZ & CO.
(S. en C.)

Growers, Packers and Dealers in **Leaf Tobacco**

Figuras 39-41, Cable "CUETARA" Havana, Cuba

LOEB-NUÑEZ TOBACCO CO.

IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO

306 NO. THIRD STREET, PHILADELPHIA

K. STRAUS & CO.

Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

HIPPLE BROS. & CO.

Importers of Havana and Sumatra and
Packers of Seed Leaf Tobacco
Finest Retail Department in Pennsylvania

151 North 3d St., Philadelphia

For Quick Results

try The World's "Want Page"

A. Cohn & Company

Importers of Havana and Sumatra, Packers of Seed Leaf Tobacco and Growers of Georgia Sumatra

142 Water Street, . . . New York

Established 1870 Factory No. 79

S. R. KOCHER

Manufacturer of Fine Havana and Domestic Cigars and packer of Leaf Tobacco

Leading brands—"Volitta," "Quaker," Nabobs," "1-4-5," "Havana Cream," "Imperial Beauty," "Little Yara"

Correspondence with wholesale and jobbing trade invited
Factory and Offices: WRIGHTSVILLE, PA.

MANUEL MUNIZ HILARIO MUNIZ
VENANCIO DIAZ, Special Partner

MUNIZ HERMANOS
S en C

Growers and Dealers of
VUELTA ABAJO, PARTIDO
AND REMEDIOS TOBACCO

Reina 20, Havana

CABLE: "Angel" Havana P. O. Box 36

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

E. A. KRAUSSMAN Importer of
HAVANA TOBACCO
168 Water Street . . . . . New York

SCHELTEMA & QUANJER
Importers of Sumatra and Java Tobacco
180 WATER ST., NEW YORK, N. Y.

JULIUS MARQUSEE, 141 Water Street, New York
Packer and Dealer in All Grades of Seed Leaf Tobacco
TELEPHONE 3966 JOHN

Results THE TEST OF A GOOD TRADE PAPER
THE TOBACCO WORLD GETS RESULTS

CARDENAS y CIA Cable Address, "Nasdecar"

Almacen de Tabaco en Rama

SPECIALTY—VUELTA ABAJO AND ARTEMISA

126 AMISTAD ST. HABANA, CUBA

HEINRICH NEUBERGER

Leaf Tobacco Merchant

HAVANA, CUBA—Consulado 115

NEW YORK, No. 130 Water Street BREMEN, GERMANY

CigarRibbons Largest assortment of Plain and Fancy Ribbons
Write for Sample Card and Price List to Department W

WM. WICKE RIBBON COMPANY

Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain

WOODHAVEN AVENUE, GLENDALE, NEW YORK

GEO. SCHLEGEL
22nd St. and Second Ave.,
NEW YORK

MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
AND TRIMMINGS.

CHICAGO, 105 WEST MONROE STREET,
LOUIS G. CAVA, Mgr.

SOBRINOS de A. GONZÁLEZ
Founded 1868

LEAF TOBACCO MERCHANTS

Packers of VUELTA ABAJO, SEMI VUELTA, PARTIDO, and all varieties of Tobacco grown
———in the Santa Clara Province———

Cable Address "ANTERO"

WAREHOUSES and OFFICES
INDUSTRIA, 152, 154, 156, 158, HAVANA, CUBA

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

ERNEST ELLINGER & CO. Packers and Importers
OF HAVANA TOBACCO
Havana Warehouse, Salud 15. New York Office, 133-137 Front St.

Joseph Mendelsohn Louis A. Borneman
MENDELSOHN, BORNEMAN & CO.
HAVANA TOBACCO IMPORTERS
HABANA, AMISTAD 95 196 WATER STREET, NEW YORK

Manuel Alvarez & Co.
Importers and Packers of Havana Leaf
And Packers of Puerto Rican Tobacco
Havana Office: SAN MIGUEL 136 Puerto Rico Warehouse: CAYEY New York Office: 178 WATER STREET

E. L. NISSLY & SONS
GROWERS AND PACKERS OF
CHOICE CIGAR LEAF TOBACCO
Packing Houses: Lancaster, Florin. Main Office: Florin, Pa.

Critical Buyers always find it a pleasure to look over our samples
Samples cheerfully submitted upon request.

MILTON H. RANCK
Packer and Dealer in
Domestic Leaf Tobacco
Office: Cor. Duke and Chestnut Streets
LANCASTER, PENNA.
Packing Houses: Strasburg and Lancaster

Michaelsen & Prasse
Commission Merchants
Leaf Tobacco & Cigars
18 Obrapia Street, Havana, Cuba
Address: Cable "UNICUM" P. O. Box 25

MAXIMILIAN STERN
Havana Tobacco
Clavel No. 1, Havana, Cuba 165 Front Street, New York

ESTABLISHED 1877 NEW FACTORY 1904
H. W. HEFFENER & SON
Steam Cigar Box Manufacturers
AND MAKERS OF
Patented Wire Bound Shipping Cases
HOWARD & BOUNDARY AVE. YORK, PA.

HEYWOOD, STRASSER & VOIGT LITHO. CO.

26TH STREET & 9TH AVENUE, NEW YORK

MANUFACTURERS OF

CIGAR BOX LABELS
BANDS AND TRIMMINGS

WESTERN OFFICE, 167 W. WASHINGTON ST. CHICAGO, ILL.

PHILADELPHIA OFFICE, 420 DREXEL BUILDING.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Established 1834
WM. F. COMLY & SON Auctioneers and Commission Merchants
27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

CIGAR BOX LABELS BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

Havana Warehouse Monte 167 — Telephone John 1942
M. LOPEZ & CO.
Formerly of CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJO TOBACCOS
90 Wall St., New York

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37TH ST. BROOKLYN, N.Y.
CIGAR LABELS & BANDS
BRANCH OFFICE
170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR LABELS OF HIGHEST QUALITY — CIGAR BANDS, SHOW CARDS, FOLDING BOXES, ETC.
WM. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS
FOR THE CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST
EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY

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IRREGULAR PAGINATION

HEYWOOD, STRASSER & VOIGT LITHO. CO.

26TH STREET & 9TH AVENUE, NEW YORK

MANUFACTURERS OF

CIGAR BOX LABELS
BANDS AND TRIMMINGS

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INTENTIONAL SECOND EXPOSURE

ARE YOU GETTING RESULTS?

Live "Cuesta-Rey Dealers", Everywhere are Showing Steady Gains in Their Gross Sales and *Net Profits*

Does Your Store Lack the Snap and Ginger of Prosperous Business—Have You Stock on Your Shelves That Don't "Move"?

"Cuesta-Reys are Today the *First Choice* of this Country's Leading Men and Connoisseurs of Clear Havana Cigars—They Make Your *Transients Permanent Customers.*

IF YOU ARE NOT FAMILIAR WITH THIS LINE GIVE THEM A TRIAL

INDUCE YOUR FRIENDS TO TRY THEM ONCE

YOU'LL GET REPEATS

Tampa **CUESTA, REY & CO.** **Havana**

FIFTY SIX
CIGARETTES
MADE IN AMERICA OF THE
"HIGHEST GRADE TURKISH TOBACCOS"
- NO OTHER INGREDIENTS -
CADO CO. INC. NEW YORK, N. Y.

BACHIAS
Havana Cigars
For Men of Means
Renowned for Uniformity

IDENTIFIED BY THE GREEN AND GOLD BAND
R. A. BACHIA & CO.
47 West Sixteenth St. New York

THE REASON FOR "BOLD" "ABOVE ALL"

We say **"Bold"** cigar is **"Above All"** for we know that the quality is just that.

Our jobbers and their representatives realize that **"Bold"** is **"Above All"**. Their sales attest this fact.

But it is the consumer who has proclaimed

"BOLD" "ABOVE ALL"

BOBROW BROS., Philadelphia

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THE TOBACCO WORLD

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1915

Leading Features

Tobacco Day Assured to Trade at San Francisco International Exposition

Reorganization Planned for J. G. Shirk & Son

The Dean of Cuesta, Rey & Company's Readers

The Value of Signs to a Retailer

Show Windows

The Cultivation of Tobacco in India

Trade Letters of Vital Interest from All Sections

Latest Reports from the Cuban Market

Latest News of the American Leaf Tobacco Markets

Registration of New Brands of Cigars, Cigarettes, Tobacco, Etc.

ESTABLISHED 1881 Vol. XXXV No. 15

PUBLICATION OFFICES: 236 Chestnut Street, Philadelphia

F. C. LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

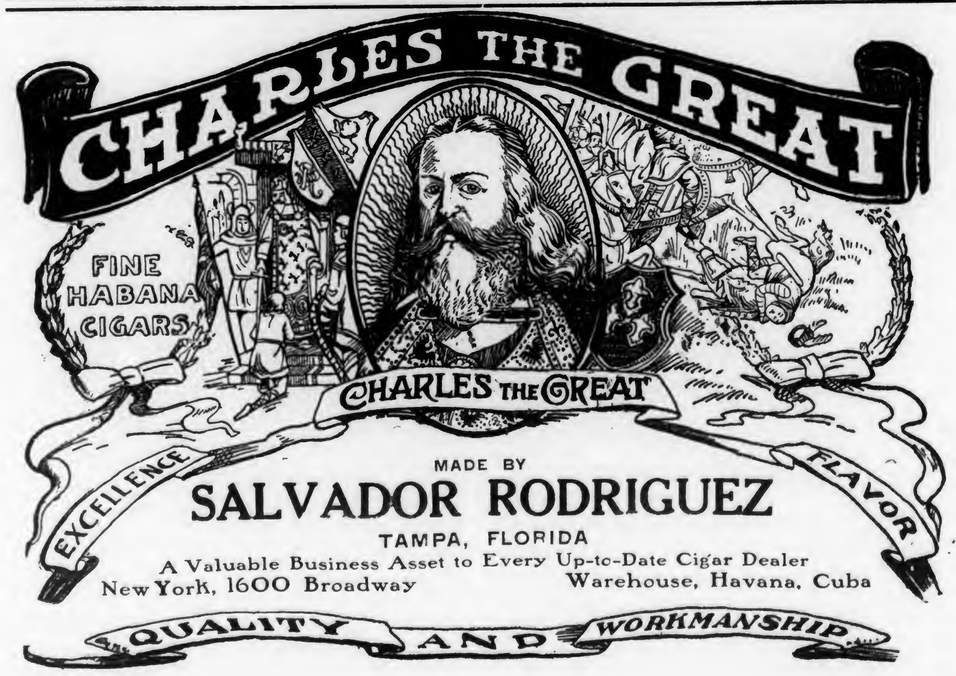
Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue

TRADE MARK
Reg. U. S. Patent Office



MADE BY

SALVADOR RODRIGUEZ

TAMPA, FLORIDA

A Valuable Business Asset to Every Up-to-Date Cigar Dealer

New York, 1600 Broadway Warehouse, Havana, Cuba

QUALITY AND WORKMANSHIP

¶ If quality counts we are the firm who can take care of your requirements on Cigar Labels, Cigar Bands, etc. We are "*Right There*" with service and price also.

"Everything that's Lithographed"

Pasbach-Voice Lithographing Co., Inc.

25th Street Cor. of 11th Ave.

NEW YORK CITY, N. Y.

Western Branch

30 East Randolph Street, Chicago, Ill.

JOHN B. THATCHER, Manager

TWO NEW SIZES

SINTOMA

10c CIGAR

Blunt and Club, in the popular 10-top $\frac{1}{20}$-packing. Same real Portuondo quality at the right price. . . . . .

Juan F. Portuondo

Cigar Mfg. Co., Philadelphia

Clear Havana Cigars

That Have Stood the Test

ELISARDO

CLEAR HAVANA CIGARS

BALBIN BROS

TAMPA, FLA.

Our factory is bonded and under United States Government inspection

If perchance you do not know about "ELISARDOS"—write us, we can interest you.

BALBIN BROS., INC.

TAMPA, FLORIDA

The Original and Genuine

Central Union

Smoking Tobacco in a New Cut

Packed in a Pocket-proof Package

1½ ounces—5 cents

United States Tobacco Co.

RICHMOND, VA.

For Gentlemen of Good Taste

San Felice

CIGARS

The Deisel-Wemmer Company

LIMA, O.

F. C. LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

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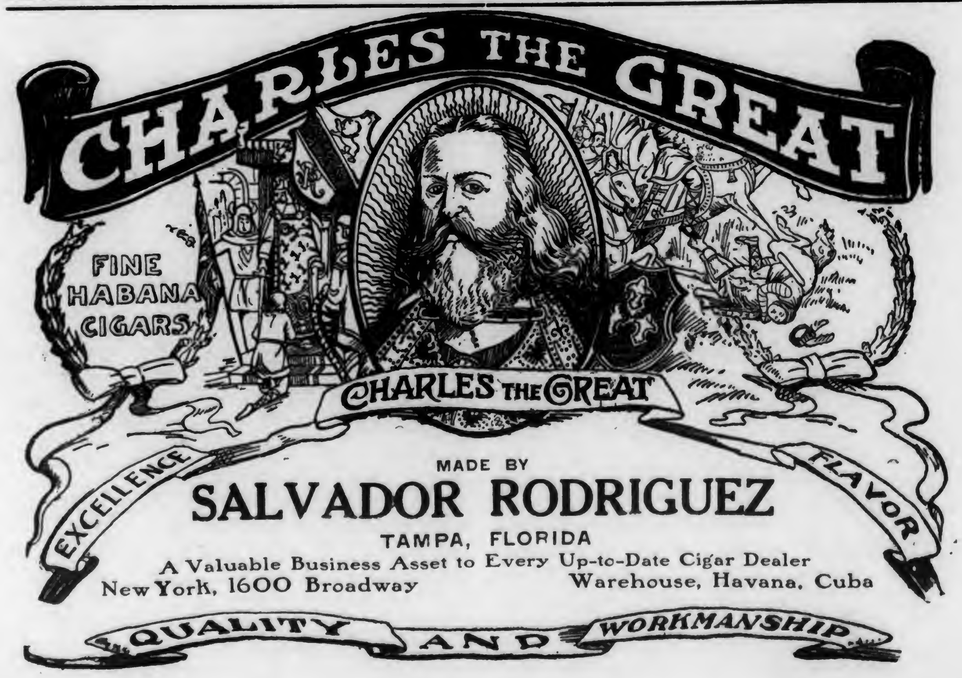

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INTENTIONAL SECOND EXPOSURE

Quality Paramount

CELEBRATED

H. UPMANN CIGARS

H. UPMANN
HABANA

Strictly Independent Manufacturers

CHAS. LANDAU

Sole Agent for United States and Canada

82 Wall Street - New York

Board of Trade Bldg., Montreal, Canada

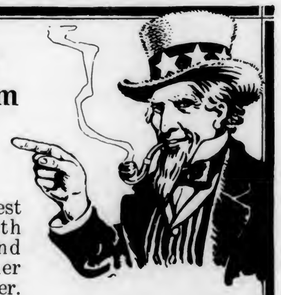
The Exceptional Cigar

BUSTILLO BROS. & DIAZ, Inc.

GENERAL OFFICES

267 Fourth Avenue New York City

Straight Talk from Uncle Sam



"The biggest dime's worth you can hand your customer is Union Leader.

"Because the *quality* is there. The fine, sweet Kentucky Burley is as good tobacco as was ever put in a pipe.

"Because the quantity is there. The Big Ten-Cent Tin is *extra* large.

"You can't beat a combination like that."

For Pipe or Cigarette

UNION LEADER

REDI-CUT

P. Lorillard Company Established 1760

REYES DE ESPAÑA

Clear Havana Cigars

Lopez Hermanos

Makers

New York Office: 250 Fourth Ave.

Factory: Tampa, Fla.

Over 1000 Dealers in New York During 1914 Stocked

MI FAVORITA

CLEAR HAVANA CIGARS

The flower of perfect tobacco manufactured in bond has maintained "Mi Favorita" Clear Havana Cigars at the forefront of all brands. Quantity shipments from factory.

MI FAVORITA CIGAR CO., Inc.

Key West, Fla. 529 West 42nd Street, New York

"The Park & Tilford Standard"

HONESTLY ADVERTISED NOT MISLEADING

LA SARAMITA

Broadleaf Wrapped Havana Cigars

Real Havana Tobacco Skillfully Blended

Pre-eminent by Comparison

THE SHIELDS-WERTHEIM COMPANY, Cleveland

THE history of cigarettes is one of the real big American industrial romances, rivaling in daring and magnitude the romance of the reaper, the romance of steel, of cotton, of the automobile.

It is the story of an industry that has grown from a total product of 1,750,000 to 16,427,086,000 in forty-five years. And the history of Sweet Caporal is the supreme chapter in that romance. It is not only the original of all brands of cigarettes now on the market, but for two generations it has been the leader of all in volume of sales.

SWEET CAPORAL
CIGARETTES

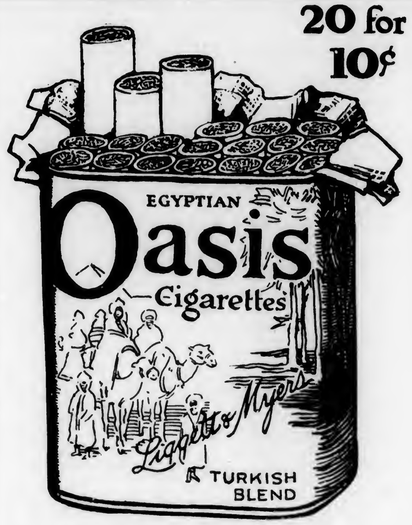
In the famous box of 10 for 5c
Also in foil wrapped pkg., 20 for 10c

More than any other manufactured product it has spread the fame of "Made in U.S.A." to the far corners of the earth.

Purity is what made and maintained the popularity of Sweet Caporal.

It is one of the purest of all products—just the sweetest and the mellowest Virginia, North Carolina and Turkish tobacco plus an absolutely pure rice paper wrapper, making what "The London Lancet," the world's leading medical journal, declared after careful analysis to be "the purest form in which tobacco can be consumed."

THE AMERICAN TOBACCO COMPANY



Sell him OASIS —He'll come back

There is a steady, gratifying increase in the demand for them.

For a man who tries **Oasis** once keeps right on using them.

It's quality that tells in the long run—and **Oasis** have the quality.

In fact we staked our rputation on our ability to produce the **best** five cent cigarette. The result is

Oasis
CIGARETTES

Two packings—20 for 10c.—and 10 for 5c. Both good sellers—and mighty attractive looking packages for your displays.

Liggett & Myers Tobacco Co.
NEW YORK CITY

Meet me at the Tuller — For Value, Service, Home Comfort

New **HOTEL TULLER**
Detroit, Michigan

Center of business on Grand Circus Park. Take Woodward car, get off at Adams Avenue

ABSOLUTELY FIREPROOF

200	Rooms,	Private	Bath,	$1.50	Single,	$2.50	Up	Double
200	"	"	"	2.00	"	3.00	"	"
100	"	"	"	2.50	"	4.00	"	"
100	"	"	"	3.00 to 5.00	"	4.50	"	"

Total 600 Outside Rooms
ALL ABSOLUTELY QUIET

Two Floors—Agents' Sample Rooms

New Unique Cafes and Cabaret Exellente

A New Window Trimming Book

¶ The most useful window trimming book that has yet been offered to the public.

¶ This book contains a total of 150 background drawings and a number of small detail sketches.

¶ The first half of the book has the displays arranged in the order in which they should be installed.

¶ The backgrounds are arranged in such a way that anyone can follow them out.

¶ The editor has had more than twenty-five years' experience in every phase of window trimming and it has taken ten years' continuous work to prepare the drawings. Every merchant should possess a copy of "SHOW-WINDOW BACKGROUNDS". **Prepaid, $1.50.**

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Maintain Your Efficiency

By Smoking TUXEDO—The Mildest, Pleasantest Tobacco Made

FOLKS are talking physical efficiency in modern business life. The idea is, that modern business keeps a man just about as occupied as the fabled one-armed paperhanger with the hives. And if you want to join in with the Gimp Bros. and travel with the Pep and Ginger crowd, you want to cut out a lot of things that make your day's work go wrong.

Take the item of smoking, for instance. It's much better not only for *you* but for your *job* if you smoke a light, soothing pipe tobacco like Tuxedo. Get a pipe and try Tuxedo awhile. You'll see the difference.

Your whole efficiency make-up will respond right away to the gentle and cheering influence of Tuxedo.

Tuxedo

The Perfect Tobacco for Pipe and Cigarette

gives you this moderate and reasonable refreshment because it is primarily a pure, light, mild selection of the highest grades of Kentucky Burley tobacco.

Tuxedo can't bite your tongue. It can't irritate you in any way. There's no drag or sag in it. Simply pleasant, whiffable, aromatic, easy smoking.

Tuxedo has all these splendid qualities because it is made by the *original* Tuxedo Process of treating Burley leaf. Many other manufacturers have tried to *imitate* the Tuxedo Process—but never succeeded. Hence there is no other tobacco "just as good."

If you've tried the imitations, just try the *original*. At the end of one week you'll find yourself in line with the thousands of famous business men, lawyers, doctors, ministers, singers, athletes, who endorse Tuxedo as the one perfect tobacco.

YOU CAN BUY TUXEDO EVERYWHERE

Convenient Pouch, *innerlined* **with moisture-proof paper . . 5c**

Famous green-tin, with gold lettering, curved to fit pocket 10c

In Tin Humidors, 40c and 80c

In Glass Humidors, 50c and 90c

ARTHUR LUCK

Conductor of the Philadelphia Harmonic Orchestra, says:

"Tuxedo is easily my favorite smoke—giving greater fragrance, mildness and coolness than I have found in any other tobacco. Never stings or bites the tongue. Tuxedo doubles my enjoyment of pipe smoking."

Arthur Luck

WILLIAM COLLIER

Popular comedian, recently starring in "A Little Water on the Side," says:

"My pipe is always Tuxedo-filled. I tried other tobaccos before I discovered Tuxedo. Now there IS no other."

William Collier

A. H. GRIFFITH

Director of Detroit Museum of Art, and Lecturer, says:

"Like Omar I sometimes wonder what the makers of Tuxedo buy, one-half as precious as the stuff they sell. It's the greatest ever."

A. H. Griffith

JAMES R. HAYES

Owner and Manager of the Wayne Hotel, Detroit, Mich.; Park Hotel, Hot Springs, Ark., and Park Hotel, Sault Ste. Marie, says:

"Sports afield and afloat appeal to me, but the day would not be wholly enjoyable without the evening pipe of Tuxedo, my favorite smoke."

J. R. Hayes

VICTOR P. ARNOLD

Member of the Chicago law firm of Northrup, Arnold & Fairbank, says:

"After a battle in the courtroom, there is nothing like retiring to your private office, sitting back in your chair with your feet on your desk and enjoying a fine smoke of Tuxedo. It is immense!"

Victor P. Arnold

PATRICK H. O'DONNELL

A prominent lawyer of Chicago, says:

"A canvass of my friends would show that Tuxedo is most popular with them. Many say it is the only pipe tobacco."

Patrick H. O'Donnell

FLOR DE

MELBA

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THE cigar that is giving dealers big business everywhere.

In quality of tobacco and workmanship FLOR DE MELBAS are equal to the finest imported cigars.

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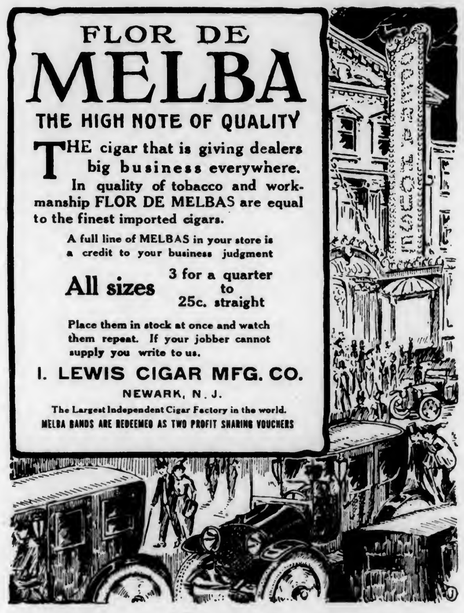

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Is to serve not only the consumer of our products, but also those who are engaged with us in the project in common

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Quality **44** First

CIGARS

For twenty-five years have been made and sold on this basis.

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DIAMOND JOE

CIGAR FACTORY

ESTABLISHED 1850

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Chewing Snuff

We guarantee Copenhagen Snuff is now and always has been absolutely pure.

It is made of the best, old, rich leaf tobacco. The Snuff Process retains the good of the tobacco and expels the bitter and acid of natural leaf tobacco, making Copenhagen the **World's Best Tobacco for Both Chewing and Snuffing.**

Whenever a dealer has any difficulty in obtaining his supply of Copenhagen Chewing Snuff satisfactorily, we will help him if he will write us.

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Argüelles, Lopez & Bro.

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"MILD HAVANA BLEND"

They Lead the Leaders

26 SIZES

Acker, Merrall & Condit Company

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ROMEO Y JULIETA

The Leader in all the World's Markets

U. S. Representative: Wm. T. Taylor, 93 Broad St., N.Y. City.

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New York Distributers

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The REASON:

American Sumatra Tobacco

Grown by

AMERICAN SUMATRA TOBACCO CO.,

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Flor de Intal	Flor de Laninab
Flor de Caritan	Flor de Minanga
Flor de Asinga	Magallanes
Puntacima	La Union
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These cigars are made under *Government Supervision* and are *Government Inspected.*

They are made by the Spanish Method from the choicest tobacco grown in the famous Cagayan Valley.

In *burn, aroma* and *flavor* they satisfy the most exacting smoker.

Exclusive territory can be secured on certain of these brands if jobbers will write immediately to

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UNITED STATES REPRESENTATIVE of La Flor de Intal Cigar Factory, Kuenzle & Streiff, Inc. (Owners)

GIRARD

14 SIZES

10¢ AND UP

Roig's and Girard Cigars are the products of sanitary factories, finest tobaccos, expert blenders, Cuban supervision and hand-workmen.

ESTABLISHED 1871

MADE RIGHT IN PHILADELPHIA

Antonio Roig & Langsdorf, Philadelphia.

ROIG'S 5¢ CIGAR

Flor de **Jeitles**

CLEAR HAVANA CIGAR

5¢

JEITLES & BLUMENTHAL, Ltd.

PHILADELPHIA.

ESTABLISHED 1867

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Our Motto: "QUALITY"

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AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD — PRICE LIST UPON APPLICATION

214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXV. PHILADELPHIA AND NEW YORK, AUGUST 1, 1915. No. 15.

TOBACCO DAY AT SAN FRANCISCO INTERNATIONAL EXPOSITION SURE

October 16th Named as the Date—Tobacco Club, International in Character, Organized—H. L. Judell Unanimous Choice for Chairman of Tobacco Day Association

San Francisco, Cal., July 22, 1915.

TOBACCO DAY will be held at the Exposition in San Francisco on October 16th. Thousands interested in "the weed" will be present, including those faithful delegates to the Anti-Smokers' Protective Association, if they want to.

In preparation for the event, which will be chiefly for the discussion of matters pertaining to the trade, a Tobacco Club has been organized at the Jewel City.

The organization of tobacco exhibitors has decided to make Tobacco Day a feature of National Cigar Day, already set for October 16th.

The meeting will be thoroughly international in character. The Jewel City Tobacco Club is composed of all representatives of tobacco raising countries and others, such as manipulators, investors, etc., on the Exposition grounds. Every tobacco raising country and every tobacco raising State will be represented.

Among the facts to be brought out on Tobacco Day are the following:

The United States is the largest tobacco producer, exporter and consumer. The country consumes 786,000,000 pounds a year. Leaf tobacco produced in the United States averages 1,000,000,000 pounds a year, valued at $100,000,000.

Visiting delegates will meet a warm welcome. In San Francisco alone there are 5000 retail dealers. Over $500,000 internal revenue tax was paid last year on tobacco in San Francisco alone.

The nation's tobacco crop averages 2,800,000,000 pounds. The United States produces 35 per cent. of the world's supply. India is the next largest producer and Russia the next.

A "Tobacco Day" meeting was held in the auditorium of the Pacific Building on July 7th. Robert Donahue, president of the San Francisco Retail Cigar Dealers' Association, called the meeting to order and then resigned the chair to H. L. Judell, who called on various members of the trade present for their views on the subject of holding a national celebration on October 16th. Responses to the chair's invitation were made by Milton Esberg, of M. A. Gunst & Company; William A. Mace, manager of the Philippine Agricultural Exhibit at the Exposition; L. Petri, of the Petri-Italian-American Cigar Company; G. Brower, of the John Bollman Company; Dan Leahy, of Ehrman Brothers & Company; Sam Dannenbaum, of S. Bachman & Company; Dan B. Dwyer, J. B. Martin and A. E. Acklom, of "Western Tobacconist."

On motion of Ed Wolf, a general committee was appointed by the chair to handle all the preliminaries with leave to add to its number, sub-committees to be taken from that body. H. L. Judell was unanimously elected chairman of the committee, which is to be known as the Tobacco Day Association. The composition of the committee is as follows: H. L. Judell, of H. L. Judell & Company, chairman; Ed Cohen, of

(Continued on Page 18)

NEW FACTORIES OPENING IN NINTH DIST. INDICATION OF BETTER TIMES

Confidence Shown by Willingness to Invest—Revenue Figures Climbing Monthly—Factories Opening at Rate of Almost One a Day—Manufacturers Optimistic

THAT there is a healthy increase in the business conditions of the country is indicated by the number of new cigar factories that are opening in the Ninth District. Cigar manufacturers are exceedingly busy and there seems to be a willingness on the part of capital to invest in cigar factories at this time.

A revival of the cigar manufacturing business is indicated by the receipts during the present month for stamps. The sales thus far are several thousands of dollars in excess of those for the whole month of June, and the increase which will be shown by the monthly report, it is expected, will be a substantial one.

During the past several months the number of new factories opened in the Ninth District, of which Lancaster is the headquarters, has been nearly one a day. At the present time there are about four hundred factories in the district. This is the largest cigar manufacturing district in the country and is followed by the First Pennsylvania District, of which Philadelphia is the headquarters. In 1913 the production of cigars in the Ninth District totalled 848,000,000, and in 1914 it is estimated reached 900,000,000. The First District production in 1913 was 748,000,000. When these figures were compiled the Ninth District included the present Ninth District and the new Twelfth District, but the latter does not figure largely in cigar production, its output being about 50,000,000 a year.

Pennsylvania led the country in 1913 in the production of cigars, the output being 1,962,000,000, while in 1914 it mounted to about 2,000,000,000. New York follows with a production in 1913 of 1,150,000,000 cigars, which is over 800,000,000 a year less than the Keystone State. Next in order follow Ohio and New Jersey. In the production of cigarettes, however, New York leads, making about 7,000,000,000 a year, which is more than its five nearest competitors combined.

The records of the Ninth District show that the new factories have been opened up in large number in the past few months. This willingness of capital to invest in an industry producing an article that is regarded as a luxury can indicate more than anything else the confidence of business men that conditions are improving.

Buffalo Chain Store Owner Optimistic

Joseph T. Snyder, president of the Buffalo Automobile Club and owner of a chain of cigar stores, has returned from a trip through the State, taking in all the important cities.

"Business conditions in New York, Albany, Utica, Syracuse and Rochester are improving and practically normal," said Mr. Snyder. "I found business men in optimistic mood, generally looking upon whatever stagnation exists or did exist as due to the European war and not to any industrial depression in this country.

"In New York City men and women seeking employment can find the same, only they may be disappointed in not receiving as high wage scale as paid years ago.

IRREGULAR PAGINATION

Ambition and Loyalty

IN the evolution or development of a salesman there are two factors which are continually wrestling inwardly, and contending for the ascendency. These factors are personal ambition and loyalty. Personal ambition of a high order seeks to make the salesman bigger than the house he represents. Loyalty, on the other hand, seeks to submerge or subjugate the personality of the salesman, and make everything in the way of reputation and prestige center around the name of the institution he represents.

Each of these contending factors has its temptations that are held out, and some of these are of a high order, too, and look very commendable, and probably are; but it is a hard question to decide how much one should give free rein to personal ambition, and how much one should sacrifice personal inclination, in this respect, for loyalty to the institution.

One can easily picture in this connection two types of salesmen. One following conscientiously the road of personal ambition, and the other devoting himself as assiduously to faith and loyalty.

The one, if he is an able man, persistent and industrious, may eventually attain that commendable position of being a bigger or stronger factor in the trade than the institution which he represents, no matter how big or well known that institution may be.

He will not get this by going out with his head in the air and his chest thrust forward, and a general air of big I. That is not what is meant. The picture in view is of an earnest, conscientious salesman who seeks to so-study the needs of his customers and so cultivate their acquaintance that in the course of time, by faithful service, he wins their friendship and a place in their estimation that amounts to more than the value and the reputation of the goods he handles. So that if he should change houses, or should be on the road for himself, regardless of any house back of him, these friends and customers would trust him with their orders and have faith in his judgment and ability to supply them with what was needed, or would best suit their trade.

Moreover, there are instances known where customers of a house have even forgotten the name of the house, and remember only the name of the salesman they buy from. There are many other known instances where salesmen have been paid large salaries simply because of the influence they could have in swinging trade toward the establishment employing them.

Indeed, among many of the old class of drummers, the value of the man was measured by the amount of trade he would swing or control in a given territory. And this fact probably has given incentive to the personal ambition side of the business, so that a salesman gets so wrapped up in his own individual development and in the fulfillment of his own personal ambitions, that he really may not be so valuable to any given institution as he really might if he had less of this ambition of a personal nature, and more of what is termed loyalty and regard for the reputation of the house he represents. Whether or not he is more valuable to himself in the end, is another question.

The other type of salesman is that which represents his house and nothing else; submerges his own personality, buries it so deep that people forget his name, forget everything else except that he is the living representative, typifying a certain line of goods supplied by a certain institution, from a certain place. This man does more in the way of advertising his house than the one who follows after personal ambition, and he really becomes a more valuable man to the institution. Then, if the institution is properly appreciative, he may, in the end, benefit by it more than if he followed directly after his personal ambition. In other words, some people may take this as a good road to follow to attain the goal of personal importance in the end.

This latter type of salesman is begotten of circumstances more or less, and is more likely to be found with institutions that make it a practice to take the worthy salesmen into the firm, make them members thereof, graduate them from the road to sales manager; from sales manager to partnership. He really belongs more to the old-fashioned house than with the modern high-tension commercialism that lives more today than in the future. We recognize him as being closely related to the old-time drummer who, when coming into a store, was seldom known and greeted by his own name, but was nearly always hailed by the name of the company he represented, and who looked forward to some time in the future holding down a desk in the house after he had served his time on the road.

Which is best, and how much a salesman should follow the promptings of either of these contending influences or factors, probably depends somewhat on the salesman's nature and inclination, and some on the character and habits of the institution with which he is connected.

Some will find it better one way, and some another, and probably the best way of all is for a salesman to give thoughtful consideration to these two contending factors, and take and get enough of each, but not too much of either one.—"Exchange."

Studying Customers

Much profit may be derived from a careful study of the needs of one's customers. Such knowledge is valuable in both buying and selling.

If a dealer knows what customers want and need, he knows what to buy and can approximate the quantity he should buy.

When he knows what his customers like, his selling talks and advertisements will be more pertinent and effectual in their results.

In addition to their likes and dislikes, it is also profitable to study the peculiarities and weaknesses of customers. This can only be done in a general way in large stores; in such cases only the traits and peculiarities that are incident to the local environment may be considered.

Every locality, large or small, has its individual characteristics and local habits. Oftentimes these local peculiarities are so pronounced that a critical observer will be able to recognize the inhabitants of various towns or cities even though he may never have seen them before.

It is obvious that a shrewd merchant should give these local traits due consideration in stocking his store.

In smaller stores it is profitable to study the characteristics of individual customers, families and social sets.

It will surprise a dealer who has not tried it to know how nearly he can measure the tastes and preferences of individual customers. He will also find that a judicious display of his knowledge of his customers' likes and dislikes will be favorably received by them and by such knowledge may ultimately enable him to mould or influence their views by adroit suggestion.

The merchant who acquires the habit of studying his customers will find it a pleasant diversion and a profitable employment.—"Maritime Merchant."

Central Bureau Wanted for Tobacco Statistics

Washington, D. C.

G. E. Webb, of Winston-Salem, secretary and treasurer of the Tobacco Dealers' Association of the United States, and two other tobacco men, Helm Glover and H. L. Boatwright, of Danville, Va., have conferred here with a committee of representatives of the Department of Commerce, the Treasury Department and Department of Agriculture in relation to tobacco statistics.

A resolution was adopted to recommend to Congress when it convenes that all tobacco statistics shall be disseminated in the future from one central bureau instead of from the four bureaus now in existence. The Internal Revenue Department is favored for the work. The conference also will ask Congress to authorize the Department of Agriculture to issue an annual statement of the tobacco business of the world.

At present, the Bureau of the Census, the Bureau of Statistics, the Department of Agriculture, and the Internal Revenue Department all issue tobacco statistics. Because of the absence of team work, the data has been unsatisfactory, and of little use to the tobacco industry, it was explained.

Cigar Stump Exchange!

Without a doubt the most novel mart in the world is the cigar stump exchange which is held in the east end of London every Sunday morning. Here the dwellers in the common lodging-houses that abound in the locality bring the cigar-ends—"snipes" they call them—they have collected during the week, and sell them to swarthy, alien-looking men for good, current coin of the realm.

What becomes of them afterwards nobody seems to know, but it is generally surmised that they are made up into cheap cigarettes, after being shredded, and probably mixed with other tobacco or tobacco dust.

The sellers bring their wares in paper bags, in cardboard boxes, or tied up in grimy handkerchiefs or old rags. There is no dealing in futures. Each broker sells only the cigar-ends actually in his possession, getting the most money he can for them.

The prices on the Cigar Stump Exchange vary from time to time, just as they do on other exchanges. In summer, during the height of the London season, they rule low. In winter, when fewer persons smoke cigars in the streets, the sellers get ten or fifteen per cent. more for their stumps. —"Pearson's Weekly."

Manuel Fuente Company, Leaf Dealers

The Manuel Fuente Company, Manuel Fuente, sole proprietor, recently opened at 160 Water Street, New York City, for the purpose of dealing exclusively in Havana leaf tobacco, all grades. A number of years' experience in the leaf business in Havana, Cuba, has fitted Mr. Fuente well for his new venture. He will have as his assistant, who will act as office manager, J. F. Navarro. Mr. Navarro, also, is no stranger to the business, having been identified for a long time with the leaf business.

Tobacco Experts Investigating Lancaster Tobacco

Dr. James Johnson, of the University of Wisconsin, a tobacco expert of that institution, and E. G. Beinhart, of the Bureau of Tobacco Investigation, Federal Department of Agriculture, have arrived in Lancaster and have begun a study of the tobacco fields of Lancaster County to determine the causes of root rot in tobacco and endeavor to provide a remedy for this destructive disease.

ANOTHER ADDITION FOR MAZER COMPANY

Second Addition in Two Years Made Necessary by Growing Demand—Jacob Mazer Tells the Story

EXCAVATION is being made for another four-story addition to the present factory of the Mazer Cigar Company, Detroit, Mich. Already the production of cigars has jumped to 100,000 a day and it is believed that with the completion of the new addition the output will climb to 50,000,000 annually.

When it is recalled that the Mazer Company occupied its new two-story factory January 1, 1912, has since added another story to the original building and is now planning a four-story addition, one becomes interested in the explanation offered by Jacob Mazer, secretary and treasurer of the concern, as to the reason for such rapid growth.

"The explanation is simple," said Mr. Mazer. "We have the goods and we went out after the business, east, west, north and south. After all it is the smoker of a cigar who must be pleased. You may get him to buy a cigar once, but if he doesn't like it he never asks for it again. There were thousands of people who didn't believe that our five-cent 'Miss Detroit' made a nickel worth a dime from a smoker's standpoint. We proved it when they smoked the first one and the business and reputation of this company has largely been built up on that particular brand.

"When we put out the 'Humo' a year ago we promised another quality sensation in the cigar world. Each cigar carries its own humidor, a tinfoil wrapper and a paper wrapper outside of that. The cigar had the tobacco in it and the tin and paper humidor kept it fresh. The smokers who remembered what we had said about 'Miss Detroit' making a nickel worth a dime, believed what we said about the 'Humo' and it is today one of the favorite five-cent cigars in this country.

"Our business has expanded rapidly into every section of the country. Detroit smokers have taken kindly to our 'Miss Detroit' and 'Humo.' We are now making a big campaign on 'Miss Detroit' in this State and orders are coming in from every quarter. We are getting orders for the 'Humo' from some of the big Eastern jobbers because they have found out that Eastern smokers like this cigar. Western and Eastern jobbers alike are telegraphing to rush their orders with the result that we are so piled up that production is sold ahead.

"The price of tobacco is the highest it ever has been, labor is high, tinfoil is high, paper wrappers cost money, but we have retained the quality of tobacco in our cigars regardless of all of this and are doing a bigger business on a closer margin of profit."

"Reynaldos" at Louis G. Smith & Company's

The windows of Louis G. Smith & Company, the well-known Beaver Street jobbers, New York, have recently been featuring the rapidly growing "Reynaldo" brand, made by Luckett, Luehs & Lipscomb, of Philadelphia. The demand for the brand is showing a steady increase, not only in New York and surrounding territory, but in many sections in the Middle West and on the Coast.

Louis G. Smith & Company are sole New York distributors for this brand.

Courtessis Cigarette Company Incorporates

The Courtessis Cigarette Company has recently incorporated at Albany with capital stock of $20,000. C. B. Meredith, S. B. Minot and A. N. Courtessis are named as the incorporators.

THE TOBACCO WORLD

ESTABLISHED 1881

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CIGAR MANUFACTURERS' ASSOCIATION OF AMERICA
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RAWLINS D. BEST, Covington, Ky. .....Secretary-Treasurer

In a land where education is almost a necessity of existence, is it not pitiable to hear merchants say that they "have no time to read the trade papers?" The world soon forgets the man who has no time to read.

No Time to Read!

The customer knows that the benefits he derives in the way of service and quality goods is due to the fact that the proprietor of the store is constantly on the alert and is educating himself by reading closely on all matters pertaining to his trade.

When a man cannot give time to the reading of the journals of his trade it is certain that his business is suffering. The progressive merchant of the day is always quick to tear the wrapper from his trade paper and to read it carefully. One good idea gleaned from a trade paper will pay for the subscription price for a long time to come.

The writer, after visiting hundreds of manufacturers, has yet to call upon a thoroughly successful firm without finding one or more trade papers on the desk or nearby. If the manufacturers can find time to read trade papers, certainly the jobbers and retailers ought to.

To what extent box-stuffing or substitution is practiced on the unbanded five-cent brands may be gleaned from the experiences of manufacturers who during the past year have found it advisable to band their popular brands.

The Banded Cigar

The result has been staggering in that the demand for these brands has made the present facilities for manufacturing wholly inadequate. New factories have been or are being opened up and the end is not yet.

During the years that these brands have enjoyed the confidence of the smoking public the continued increase, while healthy, has not been as large as might have been expected. Now with the BANDING of the cigars the secret is out!

Undoubtedly millions of cigars have been substituted on an unsuspecting public. These cheaper cigars, necessarily of inferior quality, have cost the manufacturers thousands of dollars in lost customers; lost because they thought the brand had deteriorated, when as a matter of fact they had not purchased the cigar they asked for at all!

Here and there an occasional box-stuffer is caught, but the majority of them manage to evade capture, due in a large part to the very strict requirement of the law in the matter of proof.

Meanwhile with the banded cigar it is very amusing to note that certain "cut-price" (so-called) stores no longer feature these cigars in their windows. Before they were banded, in almost any business section you would find one or more stores featuring them at "7 for a Quarter" or even "8 for a Quarter." Cigars are still offered at this price by these stores, but they are all on *unbanded* brands.

One manufacturer of "private" brands is said to have reduced his force from twenty-five hands to seven since the banding of a certain brand. This is only one case. Undoubtedly there are thousands of others.

It is, we believe, unfair that manufacturers should be compelled to assume this additional expense in order to protect themselves against the "box-stuffing" evil. The parasites who prey on the reputation of honest manufacturers should be swept from the retail field by a concerted movement of the entire trade.

Think of the thousands of dollars spent every year by honest manufacturers to popularize their cigars; consider the care and money spent in an endeavor to give the smoker the very best cigar possible for a nickel; and then gaze over the present situation.

After manufacturers have secured a national following they find that in every part of the country their boxes are being refilled with inferior cigars but of similar appearance.

This pernicious practice is to be condemned in the strongest terms. Every manufacturer in prosecuting a case of substitution should feel that he is not only benefiting himself by eliminating such a manufacturer or dealer from the field, but he is also enhancing the value of the good will of every honest retailer.

The moral attitude of the box-stuffer is one that deserves little if any sympathy, and while we regret every act that reflects on the honesty of the retail tobacconist, we believe that every prosecution should be pushed to the limit and that the maximum punishment should be meted out.

Carl Gross Company Incorporates

The Carl Gross Company, cigar manufacturers of Madison, Wis., have filed articles of incorporation with the office of the Secretary of State. The company is capitalized at $2000. The incorporators are Carl Gross, Erich W. Behrens and Waldemar C. Wehe.

Trade Jottings

Excellent business at the present time is reported by Balbin Brothers, Inc., Tampa, Fla.

A new cigar, the "124," is announced by W. A. Davis, a wholesale cigar dealer of Syracuse, N. Y.

A favorable reception is reported by the United States Tobacco Company, of Richmond, Va., for its new packing of "Central Union" in ten-cent tins.

Duplicate orders are being received by Kraus & Company, of Baltimore, from Western distributors on their only recently launched "In-B-Tween" cigar.

The E. H. Gato Cigar Company, Key West, Fla., states that they are receiving some admirable orders, and that present indications point to the elimination of a 1915 dull summer season.

The R. J. Reynolds Tobacco Company announce that beginning August 1st, they will be represented in Minneapolis, Minn., by H. D. Roth. Mr. Roth was formerly identified with the Kuhles & Stock Company.

Julius Klorfein, the manufacturer of the "Garcia Grande" cigar, announces that in all probability they will be able to move into their new quarters at 476-478 Broome Street, New York City, within the next week or ten days.

"Sun-Ray," attractively packed and retailing at five cents, is the latest offering of the S. R. Moss Cigar Company, Lancaster, Pa. Announcements regarding the new brand have been sent to leading distributors throughout the country.

"Misko" little cigars, retailing at ten for fifteen cents, have been taken for exclusive local distribution by Samuel Hirsch, Vine Street, Cincinnati, Ohio. The "Misko" is manufactured by the J. A. Rigby Cigar Company, of Mansfield, Ohio.

A petition in bankruptcy was recently filed in the Federal Court by Dewitt C. Stewart, who conducted a cigar stand and soda fountain at 1403 West Twelfth Street, Kansas City. Mr. Stewart's liabilities are listed at about $1000, with assets about $400.

So great has been the demand for the "18-60" Panatelas, manufactured by S. Monday & Sons, Brooklyn, N. Y., that they have been required to have their manufacturing force work overtime to facilitate the filling of the orders arriving daily at the factory.

The C. C. Snider Cigar & Tobacco Company, Birmingham, Ala., announce that they recently completed arrangements whereby they become sole distributors for Birmingham and vicinity of the popular "John Ruskin" cigar manufactured by the I. Lewis Cigar Manufacturing Company, of Newark, N. J.

Sidney J. Freeman, New York, who recently introduced his "Charles the Third" mild Havana cigar throughout the New England States, announces that he is well satisfied with the orders that are being received on the brand. The exact time for the launching of the brand on the New York market has not yet been decided upon.

LANCASTER JOBBERS PLAN REORGANIZATION HEAD

Shirk & Son Partnership Largely Indebted—Statement Sent to Creditors—Creditors' Realization Agreement

THE plan to reorganize the wholesale tobacco business of J. G. Shirk & Son, Lancaster, Pa., is said to have been accepted by the creditors, and it is understood that the firm of Jacob Shirk and A. Urban Shirk will be incorporated as Jacob G. Shirk & Son, with Jacob G. Shirk, A. Urban Shirk and Elsie J. Ecklin as its members. An agreement has been drawn up between these parties and the creditors, the latter represented by John C. Carter, John Hertzler and J. W. B. Bausman.

In the plan to reorganize, the partnership and individual members of the firm agree to convey all their real and personal property to the corporation, exclusive of household goods and ornaments. The corporation is to issue to J. G. Shirk and A. U. Shirk stock for the value of their property thus conveyed, and the corporation in view of the conveyance, will issue to the creditors promissory notes for the full amounts of their claims. All of the stock of the corporation excepting so much as may be necessary to qualify as directors shall be signed to trustees, they to hold the same for five years.

The amount of capital stock applied for in the charter is $5000 and this is to be increased to $50,000 at the time of the conveyance of the assets.

"Curing" a New Pipe

The peculiar taste attached to a new pipe can be overcome in the following way: Get some brandy, whisky or rum (the latter for preference, because it leaves a slightly aromatic flavor), stop up the mouthpiece with a wax match, nearly fill the bowl with the spirit and allow it to remain thus for five to ten minutes; then empty the bowl and when dry, half fill the pipe with tobacco and smoke away. The spirit will dissolve any grease and other objectionable traces and you will soon be able to enjoy the new pipe. The smut on an old pipe is gradually formed round the inside of the bowl, from the top downwards and constitutes, to a certain extent, the seasoning of the pipe. But if this crust be undisturbed it fills the upper part of the bowl to such an extent that the tobacco in the lower part does not burn properly and is generally wet, besides reducing the capacity of the bowl. This result can largely be avoided by using only half-pipes full of tobacco for the first dozen or so smokes. Remove the crust from the top occasionally, preferably with a proper scraper or wedge-shaped or spoon-shaped metal; this is better than a knife, which is apt to cut into the wood. When a pipe gets *too* juicy—a point upon which opinions and tastes vary considerably—it is well to let it lie by for a time and use another; then let that have a rest and take up the old one, which will be found as a rule very sweet; if it has been overworked in its first "infings" it may be found a bit stinging to the tongue, but it only wants cleansing. To do this expeditiously, if you have access to a boiler, attach the pipe so that a blast of steam will pass through it and it will be thoroughly cleansed within two minutes; but be careful not to unscrew the mouthpiece or handle the mounts (if any) until the pipe has thoroughly cooled, or you will find everything has come unstuck and hence difficult to replace in the proper position. After the steam process rub the wood with a very small modicum of sweet oil to restore the polish. "Cigar and Tobacco World" (London).

TOBACCO DAY AT SAN FRANCISCO INTERNATIONAL EXPOSITION SURE

(Continued from Page 13)

M. A. Gunst & Company; John Gerdts, of Frankel, Gerdts & Company; E. Selig, of Sherman Brothers & Company; J. H. Nightingale, Tobacco Company of California; G. W. Whittaker, The J. Bollman Company; William A. Mace, manager Philippine Agricultural Exhibit, P. P. I. E.; A. Anderson, Special Events Department, P. P. I. E.; George L. Hutchin, of the Festivals Association, P. P. I. E.; Edward Wolf, Rurt Hosaens, La Prueba Factory, Manila; Robert Donahue, Dan B. Dwyer, W. J. O'Brien, J. B. Martin and the president and secretary of the local cigarmakers' union; A. E. Acklom, of "Western Tobacconist"; G. H. DeVore, of "Tobacco Leaf"; Louis Erdt.

Some very interesting tobacco exhibits are maintained in the Palace of Food Products at the Panama-Pacific International Exposition.

Several of these exhibits show cigarmaking by hand. The finest cigars are rolled in sight of visitors. Other exhibits show the making of "stogies."

Some of the tobacco exhibits are not industrial, but attractively display the finished wares in a most enticing manner.

There is much to be learned about the tobacco industry, as there is about everything else, at the Panama-Pacific International Exposition; and it is only necessary to add again that the great enterprise will end on December 4th.

The Exposition is more than half over. Plan now to see it! It surpasses all previous expositions in magnitude and in beauty, and its career is fast reaching an end.

United Cigar Stores Increases Common Stock Dividend

The increase in the United Cigar Stores common dividend from a 6 per cent. to a 7 per cent. annual basis was generally in line with expectations of those well informed regarding the rapidly expanding business of the company.

United Cigar Stores operates some 800 stores, located in 188 cities in 35 States. The number of stores is being continually added to, and only last month the company closed twenty new leases and will open up that number of new stores at once.

The increased rate would seem to indicate that the directors are reasonably certain that the present improvement in business will continue, as the management of the company was only recently on record as stating that no increase in the common dividend would be likely until general business gave further signs of improvement.

Ernest E. Wessels

Ernest E. Wessels, for many years a resident of Jamaica Plain, Mass., and widely known in the tobacco trade and German social circles of Boston, died recently at the home of his daughter. The deceased was seventy-three years old.

He was born in Bremen, Germany, and came to this country at the age of twenty-seven. Altogether he had been a resident of Jamaica Plain for thirty years. He is survived by his daughter, Mrs. Brueggemann, and a son, John A. Wessels, also a resident of Jamaica Plain.

Mr. Wessels was a member of the Court Highland of Foresters and the German Workingmen's Association, in whose festivals he figured prominently.

Leopold Salzer Makes an Assignment

Leopold Salzer, a cigar manufacturer of 17 Broome Street, New York, has made an assignment to Charles B. Schweitzer.

Tampa, the Cigar City of Florida

IF it had not been for the discovery that its climate was peculiarly adapted to the manufacture of cigars, Tampa, the famous tobacco city on the Gulf Coast of Florida, might have remained an obscure fishing village.

Cigars have to be made under certain climatic conditions, or they will not retain the pleasing aroma that distinguishes their excellence. Havana, the center of the cigar manufacturing industry of Cuba, has an ideal climate for this purpose. But the import duties of the United States have always been considerably higher on cigars than on the leaf tobacco from which they are made. Therefore, many years ago, Cuban tobacco growers began searching for the place in the United States which would duplicate as nearly as possible the climatic conditions of Havana, so that they might establish cigar factories there and be able to market their product in America to better commercial advantages. Still another incentive was that the term "clear Havana" had come to be employed by every cigar smoker desiring something especially good. If a factory were established in the United States and the choicest Cuban leaf used in the manufacture of cigars, "clear Havana" could be applied with equal truth to the product, and it could be sold at a less price than if made in Cuba.

Some thirty years ago, therefore, two Cuban firms of tobacco growers and manufacturers—V. Martinez Ybor & Edward Manrara, of Key West, and Sanchez & Haya, of New York City, were attracted by the climatic conditions of Tampa, less than 200 miles north of Havana, on a sheltered bay, opening into the warm waters of the Gulf of Mexico. Not long before, Tampa had been a comparatively isolated community, receiving its supplies by boat from Cedar Keys. Shortly before its discovery by the Cuban tobacco manufacturers, however, a railroad had been completed to Tampa, assuring excellent transportation facilities northward. The two firms established factories; they were successful. More and more tobacco houses from Cuba came and built more factories. In 1890 Tampa's population was 5532; today it is 73,391.

Tampa is now the largest "clear Havana" cigar manufacturing center in the world. It manufactures more cigars per annum than the Island of Cuba.

As a revenue producer Tampa stands tenth in the list of cities of the United States, largely by reason of its internal revenue and customs receipts from this one industry. Tampa's output for 1914 was 267,866,000 cigars. In some years this record has been exceeded. There are over 200 factories engaged in this line, many of which employ from 1000 to 1500 men at wages ranging from $15 to $50 per week. Tampa's customs receipts have totalled as much as $1,800,000 and internal revenue taxes have been as high as $890,000 per annum. The post office receipts in 1914 were $223,-257.92, being an increase of more than $7000 over the previous year.

The majority of the employees of the cigar factories are Spanish-speaking people. In all the larger shops and most of the smaller ones may be found at least one Spanish-speaking person. Nearly all of the younger generation can speak Spanish to some extent. It has been proposed, and is being seriously considered, that the study of Spanish be embodied in the curriculum of the public schools.

(The above is from an article from this month's issue of "Dun's Review," and is the work of Carl L. Mewborn, Tampa agent of Dun's, and B. L. Hamner, of the Board of Trade of Tampa.)

T. J. Dunn & Company announce excellent business in all territories on their well-known "New Bachelor" brand

Yahn & McDonnell to Distribute "Van Dyck" Brand

YAHN & McDONNELL have just taken on the distribution of the "Van Dyck" cigars for this city and adjacent territory.

At present five sizes are carried in stock and this number will be increased as business conditions warrant.

With their retail stores located in the business and shopping district, this firm should prove a valuable connection for M. A. Gunst & Company, who have met with wonderful success on this brand.

Casino Cigar Store Features "Subway" Brand

With the recent agitation in regard to the plans for a high speed transit system and new subways, pedestrians could not help being startled to read on the sidewalk in front of the Casino cigar store on Chestnut Street, above Ninth, "Entrance to the Subway," in big white letters. Many looked and listened for the rumble of trains and then saw that the window was filled with "Subway" cigars.

Not a few upon reading the sign walked into the store without looking closely and were met by the smiling proprietor, who immediately pushed an open box of "Subway" cigars across the counter. A close observer would have read beneath the words "Entrance to the Subway," in smaller print, "five-cent cigar."

"Recruit" Little Cigars Win Gold Medal

"Recruits," the little cigars made by the H. Ellis & Company Branch of Liggett & Myers Tobacco Company, have recently been awarded the Gold Medal of Honor at the Panama-Pacific Exposition, "For their Superior Quality."

"Recruits" won on their daily sales of more than a million, and needless to say their popularity over a period of more than thirty years has made them most widely known and smoked.

Joseph Way Adjudged a Bankrupt

Joseph Way, a cigar dealer of this city with a chain of retail stores, was recently adjudged a bankrupt on his own motion in the United States District Court. The schedules attached to the petition in bankruptcy show Way's liabilities to be $11,139.24 and his assets $23,100.

P. Lorillard Tobacco Company Has No Order From Allies

T. J. Maloney, president of the P. Lorillard Tobacco Company, has recently made a statement denying that his company had received an order for 400,000,000 cigarettes for the soldiers of the Allied armies. He did say that the company was turning out 10,000,000 cigarettes a day, but that they are all for home consumption.

Philadelphia Notes

Albert Falk, of the Falk Tobacco Company, of New York City, was in Philadelphia last week looking after the increased distribution of this firm.

Ed Wodiska, of Corral, Wodiska & Company, Tampa, Fla., was in Philadelphia recently looking after the distribution of "La Duse" in the local market.

John Perry, of the Perry Pipe Company, was in Philadelphia last week, and is much gratified at the success which this line of pipes is receiving in the Quaker City.

Robert Ellis, of Luckett, Luchs & Lipscomb, will shortly begin a campaign with the Baer-Wolf Company, Cleveland, Ohio, in the interest of "Reynaldo" cigars.

Walter Arnheim spent several days in Johnstown, Pa., last week in the interest of the "Reynaldo" cigar, manufactured by Luckett, Luchs & Lipscomb, with very gratifying success.

Harry Kraus, of Kraus & Company, Baltimore, Md., was is Philadelphia last week and closed some attractive business on their "In-B-Tween" brand, which has been receiving their earnest efforts recently.

Steve Herz has just closed a successful campaign on "Reynaldo" cigars, in Detroit, Mich., and is now assisting Schafer & Platner, of South Bend, Ind., to increase the distribution of the product of Luckett, Luchs & Lipscomb.

The "Tungsten" brand, manufactured by Jeitles & Blumenthal, 119 South Eleventh Street, Philadelphia, has shown a consistent increase during the current year, and the sales for the month of July are larger than ever recorded on this popular cigar.

T. W. Hall is engaged in conducting a campaign on behalf of Stone, Ordean, Wells Company, of Duluth, Minn., for the lines of the J. F. Portuondo Cigar Manufacturing Company, 1110 Sansom Street, Philadelphia.

In addition to the territory adjacent to Duluth, Mr. Hall will extend his campaign to the Dakotas and Montana.

Output of H. Fendrich Factories Increased

The Evansville "Courier" has the following to say in regard to the present condition of the output of the H. Fendrich cigar factories:

"The output of the H. Fendrich cigar factory, one of the largest industries of the city, has been increased to 325,000 cigars daily. The employees have been increased in number of 1700. New employees are being added to the working force daily.

"The making of approximately two million cigars a week, for fifty-two weeks in the year, is the outlook for the company. A steady increase in orders is reported and the factory is running with its full force to keep up with the steadily increasing business.

"In Evansville business circles the condition of the cigar manufacturing business here is taken to indicate the generally prosperous conditions of Evansville's trade territory. The Fendrich output it sold in every State in the Union. It is argued that when there is an increased demand for cigars, which are deemed a luxury, that there is plenty of money flowing in trade channels.

"At the Fendrich factory it was stated by the management that the output would have to be increased steadily from this date on to take care of the flood of new orders coming in."

Tobacco Raising in South Africa

"British South Africa is now raising about 18,000,000 pounds of tobacco a year, and the production is being constantly increased," said Edgar Elgin, of Hopkinsville, Ky., who has just returned from the Transvaal, where he served the English Government five years as a tobacco expert.

According to Mr. Elgin, a number of Kentuckians are conspicuously identified with the South African tobacco trade. Chief of these is H. W. Scherffius, who was formerly connected with the United States experimental station at Lexington. Mr. Scherffius is in general charge of the cotton and tobacco industries. The English Government is making a strong effort to develop the agricultural interests of South America and the scientific farming practiced during the past few years has resulted in notable progress.

Mr. Elgin was mainly identified with the marketing end of the tobacco business. Until a short time ago practically no cash was paid to the Boer farmers for the tobacco they grew, but they traded it for merchandise. Now a co-operative system, under Government supervision, has been devised, and in the region of Rustenberg, where Mr. Elgin was located, more than 2500 growers hold membership in the organization. The Government made an appropriation of $50,000 to establish a warehouse to store the tobacco. This warehouse was under Mr. Elgin's immediate control. During one season, the Rustenburg association cleared $32,000 which was used in erecting a second warehouse. All sales are privately made and are for cash.

The Virginia and Turkish type of tobacco are chiefly raised, and the crop matures from January to May. Nearly all of it is air cured, sheds being built for that purpose.

Dates of Fall Sumatra Inscriptions

The first of the fall inscriptions will take place on Friday, September 10th, at Amsterdam, where both Sumatra and Borneo will be offered. Sumatra and Borneo will again be offered at Amsterdam on September 17th.

On Saturday, October 2nd, Sumatra will be offered at Rotterdam, and again on October 8th, at Amsterdam.

J. H. A. Gebing, sworn tobacco broker at Amsterdam, has recently sent out a schedule of the Sumatra sales to the trade.

Show Windows

THE retailer will never possess any other weapon which can be made as strong for fighting competition as his own show windows. The trouble at the present time seems to be that very few retailers outside of the big cities realize this fact.

In traveling over the country it is noticed that practically no attention is paid to the show windows in small towns. They have a glass front, but no window for display purposes. Thus an opportunity is lost every day for the very cheapest and best kind of advertising. In large cities business men pay hundreds of dollars per month for locations where their display windows must be passed by the crowds. The retailer in even the smallest towns should make the same use of his windows, for, though the passing crowd is small, it is just as anxious to see what is for sale within the store, and the price asked for it.

Retailers in most small towns seem more willing to spend their money to advertise to bring country people to town than they are to make up window displays which can be made at quiet times, to attract the attention of people after they get to town.

It is probably inexperience which causes most retailers to hesitate about putting in show windows. This should not prevent a start being made, however. Remember that while your efforts at trimming a window may not compare favorably with city windows which have been trimmed by men who command high salaries for their skill in this particular direction, they will compare very favorably with the windows of your less enterprising neighbor who has no display, and probably has dirty windows to boot.

If you have no show window, have one put in at once, by all means. Have a glass back put in, so your store will be as light as ever, and then begin trimming up the window with something new every week. Make your show windows show them everything you have for sale, but do not put it all in the window at one time. A window full of different articles bewilders the passer, and you get no results. Fill the window full, if you so desire, but let it be filled with but one class or kind of goods, so everyone who sees the display will remember what kind of a variety you have of that kind of goods. Put in another kind next week, and so on throughout the year. A little care will enable you to display everything at the right season. If you only have one article of some particular kind, it will make a window display, if you put it in the window and have the right kind of a window card to go with it.

The window card is a very important part of the display. A fresh card should be put in every fresh window trimmed, and should call attention to the quality of the goods, and tell why they are the kind which give best satisfaction. Then a price card should be put on every article on display, and it should be big enough so the figures are easily read.

Do not get into your head that everyone who comes to town knows what you carry in stock and will come and ask for it if he wants it. That is not being a merchant. Get your goods out where they will talk to everyone.

You have a chance to show your goods to the people, in your show windows. Why not make the most of this decided advantage?

Daniel Frank & Company, Boston, Mass., local distributors of the "Admiration" cigar of E. Regensburg & Sons, were recently in receipt of a visit from H. W. Chandler, of the latter company, in the interests of the brand.

Trade Jottings

Bands of "Cash" stogies, L. Goldsmit, Brothers & Company, Pittsburgh, Pa., may hereafter be redeemed for premiums.

William Higgins was a recent visitor to the Cincinnati market in the interests of the brands of Park & Tilford, New York.

Fleck Cigar Company, Reading, Pa., report good work by Robert McCusker in Western territory on their popular "Rose-O-Cuba" cigar.

A first-class business is being done by Sam Van Cleefe, 137 South Main Street, Memphis, Tenn., on the products of Cuesta-Rey & Company.

"Jitney," a new Panatela shape, retailing at five cents, has just recently been put on the market by Lilly, Dungan & Company, of Baltimore, Md.

The Levenson Cigar Company, Richmond, Va., state that they are having an excellent demand at this time on the "Flor de San Martin & Leon."

M. Melachrino & Company, New York City, were recently in receipt of a visit from H. R. Field, secretary of the Canadian branch of the company.

Excellent business, both locally and out of town, is reported by the Union-American Cigar Company of Pittsburgh on their admirable "Rocky Ford" cigar.

S. P. Coe, of the cigar department of the Acker, Merrall & Condit Company, New York, is now en route on a Western trip in the interests of the company's brands.

Mason, Ehrman & Company, Seattle, Wash., report a splendid reception for the Invincible shape of their "Mark Hopkins" cigar. This brand, which retails for a nickel, is manufactured for them by William Tegge & Company.

The Blakeslee-Snyder Company, Buffalo, N. Y., local distributors of the well-known "Girard" cigar of Antonio Roig & Langsdorf, Philadelphia, were recently in receipt of a visit from S. J. Langsdorf in the interests of the brand.

Loritz Brothers, Denver, Col., announce the receipt of their first shipment of the "Bouquet de la Ada" in various sizes. This brand, which is manufactured by S. R. Furgatch & Company, has just been taken on for distribution by the Loritz concern.

Number 12 Congress Street is the new location to be occupied by Bernard Lett & Company, the well-known distributors, Boston, Mass. The appointments of the new store will be modern in all respects, providing facilities for the carrying on of both wholesale and retail trade.

The Rosenfeld-Smith Company, Portland, Ore., having completed arrangements whereby they took on the distribution of the well-known "El Roi-Tan" cigar in Oregon and Southern Washington, recently received their first shipment of this brand. The various shapes embraced the Grande Pacific, St. Regis, Ambassador, Favorita and Conchas.

Dean of the Cuesta, Rey & Company Factory Readers

The old Latin custom of having their employees entertained while at work by having them read to in their own language still prevails in many of the Tampa factories. Years ago, when factories were first located in Tampa, these readers used only the daily papers from Havana printed in Spanish, together with books in the same language.

SR. FERMIN SOUTI
Dean of the Readers of Cuesta, Rey & Company

However, it has remained for Sr. Fermin Souto, Spanish reader in the big Tampa factory of Cuesta, Rey & Company, to introduce an innovation. The old method of reading only from the Havana papers printed in Spanish made the news several days old by the time it reached the employees. This did not suit the progressive spirit of Sr. Souto and so he evolved another method.

Sr. Souto has the distinction of being the first reader to introduce the reading of the daily papers of this country by sight translation into Spanish. The difficulty of doing this can be appreciated by any linguist.

Sr. Souto, however, being thoroughly familiar with both English and Spanish, contents himself with reading in Spanish from English print.

During fully five hours each day when the reading is going on, no employee speaks except during short rest intervals or when absolutely necessary in connection with his work.

Of course, for the very large force of Cuesta, Rey & Company, from four to five readers are necessary, but the subject of this article is the dean of the lot, and an interesting character to the thousands of winter tourists who go through the factory as sightseers.

San Francisco

Retail Cigar Trade Growing Better Each Week—National Cigar Day Taken Up in Earnest—Banquet for Sales of Tobacco Company of California

San Francisco, July 20, 1915.

THE retail cigar business is certainly mending a little right along nowadays, and this improvement seems to have some relation to the steadily increasing numbers of people who are showing up for the Exposition as the season advances. The transcontinental railroads report that during last Saturday and Sunday no less than seventy extra trains, to make no mention of the numerous extra Pullmans attached to regular trains, were required to bring in the crowds coming from the East and Middle West on those two days. This takes no account of the numbers coming in by boat from San Diego, Los Angeles, Seattle and Portland, and the boats along the Coast are now carrying more passengers than ever before in their history.

H. L. Judell, among the wholesalers; Secretary W. J. O'Brien, of the Retailers' Association, and a few others are taking up the matter of National Cigar Day in earnest. Both Eastern and local men are being interested, and an effort will be made to make October 16th the most notable from a trade point of view in the history of San Francisco. One meeting was held in the Exposition grounds early in the month, and another at the Union League Club last Monday. The local people seem to have worked up the proper amount of enthusiasm, and all that now remains is to see that the Easterners are duly impressed with the movement. The committee which has the matter in charge includes: H. L. Judell, chairman; Edward Cohen, of M. A. Gunst & Company; John Gerdts, of Frankel, Gerdts & Company; J. H. Nightingale, of the Tobacco Company of California; E. Selig, of Ehrman Brothers & Company; G. W. Whittaker, of the John Bollman Company; Wm. A. Mace, of the Philippine agricultural exhibit at the Exposition; Edward Wolf, of the Edward Wolf Company; Kurt Hosaeus, of the La Prueba Cigar Factory of Manila; a number of the Exposition officials, and Dan Dwyer, W. J. O'Brien and J. B. Martin, of the San Francisco Cigar Dealers' Association.

Eugene Stolz, long known in this section as the representative of the Cortez Cigar Company, has taken the agency for the Pittsburgh Stogie & Cigar Company, whose leading line is distributed in this section by S. Bachmann & Company, of San Francisco.

R. E. Christy, vice-president of the American Cigar Company, will leave in a few days for the North, where short visits at Portland and the Puget Sound cities will conclude his tour of the Far West. Mr. Christy spent ten days in San Francisco and about the same length of time in Los Angeles and San Diego. He spent some time in the trade in company with H. H. Manley, the Pacific Coast representative of the American Cigar Company.

John Bollman, founder of the John Bollman Company, cigarette manufacturers of this city, died at his home here some days ago. Mr. Bollman was sixty-six years of age, and had been in poor health for more than a year.

J. L. Jerichau, the Front Street jobber, is showing a fine window display of "Red Eagle" stogies this week.

Early in the month the Tobacco Company of California treated its salesmen to a banquet at a down-town restaurant. President Harris, of the company, acted as toastmaster, and some interesting and telling talks were indulged in. Those present included: R. F. Garrison and T. A. Baird, of Portland, Ore.; I. C. Cranmer and C. B. Hardy, of Seattle, Wash.; W. L. Phillips, M. E. Hooley, A. Priver, H. L. Dudlext and C. J. McCarthy, of Los Angeles, and R. F. Vane, J. L. Williams, John Vernon, M. Stanley, C. A. Hasty, A. E. Bowen, G. W. Hardy, G. R. Hawkins, M. C. Messelin, J. D. Parke, S. C. Bias and Paul Lau, of the San Francisco force.

G. W. Cade has bought out the retail cigar business of E. R. McLaughlin of Los Angeles, Cal.

L. M. White, well known in tobacco circles at New Orleans, La., arrived in San Francisco a few days ago accompanied by his bride. Mr. and Mrs. White will spend some time viewing the Exposition before proceeding further.

Mr. Cadien, of Cadien & Tvete, San Pedro, Cal., has sold his interest in the business to his partner, J. A. Tvete, who now becomes sole proprietor of the business.

Exactly 66,500,000 cigarettes, probably the largest number ever shipped from the Pacific Coast, left Seattle, Wash., a few days ago in the hold of the "Mexico Maru." The entire shipment was consigned to Japan.

F. P. Vieia is starting a retail cigar business at 1556 Broadway, Oakland, Cal.

R. Rotholz has bought out the business of G. O. Frost at San Jose, Cal.

N. B. Flesher, of Rothenberg & Flesher, wholesale cigar dealers of Kansas City and Denver, spent last week in San Francisco seeing the Exposition and visiting his friends in the local trade.

Juan Tuason, a cigar manufacturer of Manila, P. I., has been visiting in San Francisco.

Victor Thorsch, traveling representative of the "New Bachelor" cigar, is due in San Francisco before long. While here he will make his headquarters with Glasser Brothers, distributors of the "New Bachelor" line in this territory.

J. H. Brownlee has succeeded to the business of Jackson Brothers at Olympia, Wash.

William B. Brenner, of Robert Brenner & Son, Everett, Wash., died at his home in that city last week.

Allen.

Opportunity in Peru for Cigar Manufacturers

The importation, manufacture and sale of all classes of tobacco in the Republic of Peru is a Government monopoly conducted by an organization at Lima known as the Compania Recaudadora de Impuestos, Estanco del Tabaco. The Government fixes the price of all tobacco, cigarettes and cigars sold in the country. During 1914 it manufactured 404,429,700 cigarettes and 175,400 cigars, using 798,659 pounds of leaf tobacco grown in the country, 101,707 pounds imported from Honduras, and 65,714 pounds from Ecuador.

In addition it imported 38,825,232 cigarettes from Habana, and 942,000 from other countries, mostly from England, packed in round tins holding 50, and in small cardboard boxes holding 10 and 20 each, similar to those used in the United States. It also imported 220,000 pure Habana cigars and 25,814 from other countries. Smoking tobacco (mostly in tins from England) was imported during the year to the quantity of 6514 pounds.

The cigarettes of the country are of an ordinary class, sold in paper packages of 20 for 12 cents gold. Good Havana cigars are scarce, and sold at higher prices than in the United States. The imported cigarettes purchased in the tobacco shops of the country are inferior to those manufactured in the United States and sold at higher prices. The American manufacturers should be able to compete here with the British and European cigarettes and smoking tobacco, and an effort should be made to introduce a good grade of Virginia or Key West cigar which could be sold here retail, with a reasonable profit to the monopoly, at about 8 cents apiece American gold. The matter should be taken up directly with the person whose name may be had at the Bureau of Foreign and Domestic Commerce, Washington, D. C., or one of its branch offices.—"Commercial Reports."

Trade Jottings

"El Dallo" cigars, manufactured by Wertheimer Brothers, Baltimore, Md., are now being distributed in Lancaster, Pa., by Simon Shissler.

"La Venga" cigars were recently featured in a window display by the Capital Cigar Company, Columbus, Ohio, in their store at Broad and High Streets.

"Valdora" cigars are manufactured by Manuel Yanez. Mr. Yanez only recently entered the manufacturing ranks. His factory is located at 31½ South Broad Street, Atlanta, Ga.

Bert Smith, of the Shields-Wertheim Company, Cleveland, Ohio, reports that he found business excellent on "La Saramitas" on his recent trip through Michigan and Illinois.

Announcement has been received from Yocum Brothers, Reading, Pa., that work is progressing satisfactorily on their new factory building being constructed at Fourth and Walnut Streets, that city.

August 1st has been the date set by the O'Malley-Liddy Cigar Company, Kansas City, for the opening of their new retail store in the Coca-Cola Building, Grand Avenue and Twenty-first Street.

H. Fendrich, Evansville, Ind., manufacturer of the popular "Charles Denby" brand, will shortly open a campaign on the Fendrich brands at Portland, Ore. The work will be under the direction of Joe Long.

"Marta" cigars, manufactured by Y. Pendas & Alvarez, who also manufacture the popular "Webster" brand, have been taken on by Straus Brothers & Company, Cincinnati, Ohio. "Marta" will retail at five cents.

Niles & Moser Cigar Company, Kansas City, announce the appointment of J. J. Bastian as a member of their advertising staff. Mr. Bastian was formerly connected with the William A. Stickney Cigar Company, of St. Louis, in a similar capacity.

Rosenthal Brothers & Bendetson, Boston, Mass., have been putting forth special efforts during the past month relative to the distribution of the "Muriel" cigar of the P. Lorillard Company. C. E. Eschenbach, of the latter company, has been lending excellent assistance.

It is current in the trade that the complete cigar privileges of the Hotel English, Indianapolis, Ind., including buffet and cafe, have been secured by the Schatz Importation Company, who plan to take possession November 15th next. The Schatz Company will succeed C. W. Kriel, who retires at the expiration of his lease.

For the purpose of manufacturing cigarettes, the F. D. Ware Tobacco Company was recently organized with an authorized capital of $50,000. The company, which owes its inception to Mr. F. D. Ware, will have its plant at Lynchburg, Va. It is thought that everything will be in readiness to permit starting manufacture about September 1st.

Where the "Stogie" Got Its Name

Despite the fact of the continued growth of the stogie production, but few persons are familiar with the history of the famous smoke or how it derived its name.

It is related that when the "Conestoga" wagons were passing through the tobacco section of Pennsylvania they would pick up the leaves around the tobacco sheds and fashion them into a long slim roll similar to the stogies of today. As the drivers traveled along they used to distribute a few of these smokes to their friends, and with the result that there gradually followed a demand for this kind of a smoke.

Wheeling, being one of the terminals for these wagons, the first regular stogie factory was located there and in order to designate them from other cigars they were called stogies; taking the last half of the word "Conestoga." Pittsburgh soon fell in line and rapidly forged to the front in their manufacture.

At first the larger manufacturers commenced to cut the leaves up into small pieces about one-half inch square and made the bunch with machines. To designate this cigar from the original long-filler stogie the name was changed to tobie. However, the short fillers did not meet with so much favor as those made from the long filler and for the past twenty-five years Pittsburgh has been manufacturing the regular stogie out of the long leaves of tobacco.

The stogie differs from the cigar, not only in the method of its manufacture, but also from the fact that it is made out of naturally sweated domestic tobacco without any artificial flavoring. To the fact that the stogie is made from the natural tobacco is attributed its ever-increasing popularity which has even penetrated to many foreign countries.

Some idea as to how the Pittsburgh district has outstripped West Virginia may be gleaned from the statistics which show approximately 406,848,000 in a year, while the whole State of West Virginia's output was only about one-third of this number.

The Turkish Tobacco Crop

The "Tobacco World" (London) has the following to say in regard to the Turkish tobacco crops:

"The position of the Turkish tobacco market at the present moment is somewhat peculiar. The tobacco fields—which, by the bye, are in Macedonia, and therefore are now in Greece, and no longer Turkish—had been reduced quite 50 per cent. in area owing to the necessity for planting wheat, and now the seedlings have been assailed by a pest which has decreased their possibilities by quite a further 50 per cent. An insect of unknown character, not previously met with, attacks the infant plants and withers them up. They may be all in order in the evening, but by morning they are dried up and useless. There is therefore a considerable curtailment of the number of young plants or seedlings fit for planting out, and this, added to the diminished area for planting, has caused a sudden rise in the prices of all tobaccos still unsold and in the hands of the farmers. J. D. Pappaelia informs us that if the insect pest continues its ravages, next year's crop will be exceedingly small, and prices at least three times as high as the unprecedentedly high prices now ruling."

A. Schulte Buys Brooklyn Lease

A. Schulte, Inc., conducting a chain of cigar stores throughout New York City, purchased the lease of the building occupied for the last twenty-five years by Dennett's restaurant at No. 353 Fulton Street, opposite the Brooklyn Borough Hall. The sale of the lease, which has until 1928 to run, was consummated recently and the restaurant closed its doors.

Chicago

Trade Conditions Show Slow Improvement—Cigar and Tobacco Men Heavy Contributors to Eastland Disaster Fund—A. Rothenberg a Recent Visitor

Chicago, Ill., July 27, 1915.

GENERAL conditions in the cigar and tobacco trade of the city during the past two or three weeks have been satisfactory on the whole. The general opinion among the manufacturers and jobbers is that business in this section is growing better, but the increase is gradual. It would hardly do to say that things are normal, for such is not the case.

Manufacturers of advertised brands are for the most part devoting their efforts to pushing the brands which have already won a place with the public, and are bringing out only a few new labels. They feel that this is a time to make good on what they already have in hand rather than a season for exploiting something new.

Best & Russell, the large distributors of this city, report a very good business at all of their stores. The headquarters at Wabash Avenue and Harrison Street are doing a very nice business on vacation cigars. This is because the word has passed around that the cigars kept in the great humidor of the company at that address are fresh, in addition to containing all the fine qualities of stock and workmanship common to the Best & Russell brands.

Cigar and tobacco men, along with many others in the city, were horror-stricken last week on hearing news of the foundering of the steamer "Eastland" in the Chicago River, in which more than one thousand persons lost their lives. In the list of contributions for the families of those lost, which is expected to reach $1,000,000, the names of cigar and tobacco houses, with all the leading hotels of the city, appear as the donors of substantial sums. Workers in the cigar department of Reid, Murdock & Company, located directly across the river from the point where the boat went down, were among the first on the scene, following the sinking of the vessel. The dead were recovered from the water so rapidly that a temporary morgue was made in one of the warerooms of the large wholesale grocery building, and at one time more than six hundred silent, sheeted forms lay in rows in this place.

One of last week's visitors to the city, who is very well known in the trade, was A. Rothenberg, of Rothenberg & Schloss, who passed through on his way to the Pacific Coast, where he plans to view the expositions at San Francisco and San Diego. Mr. Rothenberg was accompanied by his family.

Cigar and tobacco merchants here are working hard for market week, which comes the first week in August. Every effort is being made to induce buyers of merchandise of all kinds to pay a visit to the city during that period. The cigar and tobacco trade are expected to be large contributors to the parade. There will also be aquatic games and sports, and many other forms of amusements.

Among the brands which are holding the field well in Middle Western territory is "Jose Vila." The picture of the dark gentleman with the goatee on the label is becoming very well known throughout the West. One of the large Loop stores which has been featuring the "Jose Vila" is the National Cigar Store, in the First National Bank Building, 36 South Dearborn Street. The brand is made by Berriman Brothers, and is bonded.

Speaking of bonded cigars, it is apparent, according to one dealer who has a stand with a very good class of trade in one of the large Loop office buildings, that the public in general is coming to look for the bond on a box.

William Murray has succeeded M. R. Kirsch in the management of the store of Grommes & Elston. Mr. Kirsch has not announced his plans. There will be no change in the method of operation.

Edward C. Berriman, of Berriman Brothers, manufacturers of "Jose Vila" and other famous brands, is spending a few days in recreation with his family at Lake Delavan, Wis. Mr. Berriman is one of the hardest workers in the trade, and while he permits himself to give little time to summer resorting, he thoroughly enjoys what time he spends in this fashion.

"La Venga" brand is being featured by Samuel Denbo, who has a store at 52 East Eighteenth Street. Mr. Denbo has secured quite a following for this brand in his section of the city, and has so many regular customers that he keeps it on hand in all sizes and shapes.

One of the new cigars to appear on the market here during the past two weeks is "Reio," by the Best & Russell Company. This brand, which is manufactured by the United Cigar Manufacturers' Company, is being very favorably received. It is a two-for-a-quarter seller, has an excellent flavor and an even burn. The company now has the cigar in all stores, and is making a drive on the brand in all sections of the city.

Otto E. Schaefer, who is manager of the cigar department of the Hotel La Salle, is out of the city at the present time on his vacation.

One of the best smokes on the market today, judged from quality, is the "Hansel & Gretel." Apparently the public is waking up to the fact, for very heavy sales on the brand are reported during the past two weeks.

Guy W. Whitcomb.

An Additional Factory for Wertheimer Brothers

An additional factory, located in the outlying section of Baltimore, has been secured by Wertheimer Brothers, of that city, who plan to start operations in the new location shortly. This is to be run in conjunction with their present factory in the city proper, where it is impossible to take care of the numerous orders being received on the decidedly popular "El Dallo" cigar. Only recently there was a rearrangement of the present factory in order to permit of increased facilities for the manufacture of the brand, but even this proved inadequate, resulting in the securing of the second building as stated.

Ban on Tobacco Mailed to French Soldiers

Owing to the fact that the French postal authorities are unable to deliver cigars, cigarettes and tobacco sent through the mails from this country to French soldiers in the trenches, an edict has gone forth instructing mail clerks not to accept packages of these articles in the future. The Amercian people have been very generous in their individual gifts to the French soldiers and it is to be regretted that the French postal facilities are not such as to enable them to care for mail of this character destined for men in the trenches.

Ed Moser Seriously Ill

Ed S. Moser, junior member of the wholesale cigar firm of Niles & Moser, of Kansas City, while on an Eastern tour was stricken with appendicitis and following an operation has been in a serious condition.

Dr. Niles, a brother of Frank Niles, was wired for and left immediately for the East. The operation proved to be a serious one and Mr. Moser's condition following it has been critical.

NEW YORK

Working to Capacity to Supply "New Bachelors"

WITH their factories working to capacity, the orders for "New Bachelor" cigars continue to pour in upon T. J. Dunn & Company with surprising steadiness. The growth of this brand is one of the features of the five-cent market and from present indications this will be a banner year for the brand.

Here, again, is the question of quality, and on this point the smoker is the court of last resort. The continued popularity of "New Bachelor" cigars leaves no room for doubt in the statement that the cigar is one of unusual value at the price.

Jobbers are feeling the increased demand and they in turn are ordering in good quantity from the factories in order to keep a supply on hand.

La Insular Brands Continue in Demand

A. Determann, representative of the La Insular factory, of Manila, reports that a steady demand continues on the brands from this factory despite the adverse season.

The Manila Commercial Company, of 45 Broadway, is the official title of the branch office in this city. "La Yebana" is one of their leading brands, while they also have "La Lucbana," "Atavio," "Las Palmas," "La Corona Royal" and others.

The La Insular factory is said to be the oldest Spanish factory in the Philippine Islands.

Schulte Leases Building for Premium Business

Announcement is made that the Mutual Profit Coupon Corporation has leased for a long term the eleven story building at 210 Fifth Avenue and will use it for their premium business. David A. Schulte, president of the forty-six Schulte stores in New York, is president of the new corporation. It is stated that the Schulte stores are now co-operating with more than five hundred independent stores in the use of coupons.

The eleven story building, it was announced, will be used principally for the executive offices and show rooms of the coupon corporation. It was said that the mutual coupons would not be confined to the cigar business, but any retail store may issue them, as several have already done.

Cigarette Factory in Window at the Cosmopolitan Garden

The Liggett & Myers Tobacco Company are educating the public to the methods of manufacture used by them in producing their cigarettes and for that purpose have been showing the entire operation in a window of the Cosmopolitan Garden, Twenty-third Street, between Broadway and Sixth Avenue.

Shown in the large windows is a regulation standard cigarette-making machine, which turns out 24,000 cigarettes an hour.

Besides the two operators engaged on the cigarette-making machine there are six girls taking care of the packing and two other girls doing the revenue stamping and wrapping in this miniature cigarette factory.

Merriam Segars, Inc., Succeeds Old Firm

AMONG the recent incorporations at Albany is that of Merriam Segars, Inc., which, headed by John W. Merriam, will seek to solve the problems presented by the receivership recently appointed for the old firm of John W. Merriam & Company.

A petition in bankruptcy was recently filed against John W. Merriam & Company, a corporation manufacturing cigars at 139 Maiden Lane, by trade paper publishers and others. It was found that the liabilities exceeded $130,000, with assets of about $75,000. The company was incorporated in New York in 1908 with a capital stock to the amount of $500,000.

The failure of John J. Dolan in Chicago, and Humler & Nolan in Louisville, to meet their paper which John W. Merriam & Company held, is said to be responsible in part for the present situation.

Judge Hand, in the Federal District Court, appointed Solomon K. Lichtenstein and Henry H. Kaufman receivers for the company under a joint bond of $25,000.

The company manufactures a number of widely known brands, and the many friends that Mr. Merriam has made throughout the country will rejoice to learn of the incorporation of Merriam Segars, Inc., and the continuation of the business.

Pasbach-Voice Employes Hold First Outing

July 24th marked the First Annual Outing of the employes of the Pasbach-Voice Lithographing Company and from all accounts the affair was a huge success. Everyone got an early start and a band of eighteen pieces which accompanied the crowd kept everyone humming the latest airs and most popular songs.

Running races and a ball game between the Engraving Department and the Press team furnished the amusements of the afternoon and they gave those who attended many thrills.

The 100-yard dash was won by Mr. Richter who over very poor ground set a mark of 10 2/5ths according to the official timer. Mr. Levine was second.

The 600-yard dash was won by Mr. Smith with Mr. Richter in second position.

In the potato race Mr. Rosenberger, Jr., finished first with Mr. Victor second.

The fat men's race was won by Mr. Gaes with Mr. Restle a close contender finishing in second place.

The ball game was an exciting affair and it took ten innings for the Engraving Department to subdue the plucky Press team and then by the very close score of 3 to 2.

Mr. J. A. Voice awarded prizes to the winners of all the athletic contests and made the presentation speeches.

A number of the patrons of the Pasbach-Voice Lithographing Company were present and all were unanimous in voting the outing a great success.

The closing event of the day was a brief speech by Mr. Pasbach which was enthusiastically received.

The Value of Signs to the Retailer

THE importance of attractive and substantial signs on store fronts in the stores themselves is called attention to in an issue of "Signs of the Times." W. K. Hall, in discussing the subject, says:

"What is the value of sill signs to the retail man? Let me answer that question by asking another. What is the value of a show window to the retail man? Would he do away with his show window? How much business would he do if he abolished street display? Take down the sign, board up the windows, he might as well board up the door.

"Instead he 'dresses' his show windows with his best goods. Making everything attractive. Why? Just to catch Mr. or Mrs. Passerby's eye. He found it pays to have a good front, because to win the passerby's approval means added business. He has placed a large sign over his door, also a projecting electric sign; one is easily seen across the street, the other sites the location from a distance; both enter excellently into the general scheme of advertising.

"The one point, one of the most important, he has forgotten is that people nowadays unconsciously refuse to step back to the curb and look far above their heads to read his name. He must take into consideration the busy people who just stop a moment to glance in his window, see something they want and find afterwards they have forgotten whose store it was. Why? Because he did not have his name in the natural range of vision of people who are looking at his display. What is more effective than to stamp indelibly upon the memory of the passerby the name and goods in one glance?

"In order to convince one of his prospective customers, one of the largest in the city, that he was right, one salesman selling this class of signs placed before him the sworn statements of people he had stationed within a radius of one block of his store to ask passersby where his store was located; a fifth man was stationed at the show windows and asked people looking at the windows whose store it was. Total negative answers from the four were 433, and the fifth reported 87 for two days' time. This merchant needed no further arguments.

"Another point he must consider is the material he would use to place his name on his window sills. It must be of such a nature that will conform with his goods, his window display and general interior fixtures, and in the way he would present himself to his customers, because it is his own good name he is presenting to the public.

"But why use bronze? Because it is human nature to respect that which is rich, elegant and substantial. Bronze signs are impressive in keeping with the goods displayed. There is nothing that adds so materially to the fine appearance of a store as a well-fitted bronze sign. The bright faces of the letters against the chocolate brown metal background stamp the name indelibly in the mind of the passerby. It is bound to win and hold attention.

"Its first cost is expensive, but it ends any future investment. It has to be polished; so does a store have to be swept and dusted, windows washed, etc. So why is it not just as important to keep the faces of the letters bright and shining? That is all that has to be done.

"Very small space, proportionately, has been allotted, heretofore, of the prominent part played by the embossed sign and in-door show card in bringing together the seller and the buyer.

"I believe that an advertiser can influence a larger number of people for a smaller cost by the use of embossed signs than by any other method, signs are the brass band of outdoor publicity; they will make people sit up and take notice; their suggestive influence is mighty strong; they will earn handsome dividends when generously used.

"By the use of signs the bugbear of many manufacturers, 'substitution,' can be minimized. It is difficult for the merchant to supply something 'just as good,' when your sign is before the customer.

"The manufacturer who belongs to the 'show me' family can get great benefit by the use of the metal signs, because his effort can be localized.

"A list of successes attributed to signs would open the eyes of a good many advertisers.

"Have you ever been in a store, looked up and read a sign that reminded you of an article that you wanted to purchase? You had forgotten all about it, when the sign attracted your attention, you bought because the silent salesman, the metal sign, attracted you.

"Can the average person pass by a good sign, hanging up in some conspicuous place, advertising some article, without asking about it? The article advertised is sold, but who sold it? The sign, for if the sign had not been there the customer would possibly never have known that this particular article was on sale."

Appeal to Lansing in Behalf of Tobacco Grower

A strong protest against British interference with a large shipment of tobacco from the dark tobacco district of Kentucky consigned to Germany has been laid before Secretary of State Lansing by Senator James, of Kentucky. The tobacco is owned by G. H. Luckett, of Louisville, who accompanied the Senator. Secretary Lansing promised to do everything in his power to have the shipment released and will take the matter up with the British Government.

Early in the European war England declared tobacco noncontraband, and Mr. Luckett gathered together 200,000 pounds of the dark district product for shipment to Germany. This tobacco is now assembled at Baltimore and Norfolk awaiting exportation, but in the meantime the British order in Council has been issued, declaring tobacco contraband and Luckett's shipment is held up.

Inasmuch as this tobacco was gathered under the distinct understanding that tobacco would not be construed to be contraband, Senator James, on behalf of his constituent, is insisting that the British Government shall permit it to go through to its destination.

Tobacco in Bond Damaged by Storm

Special Treasury Agent Kohn, of Washington, went to Cincinnati recently to inspect $200,000 worth of imported tobacco stored in the United States bonded warehouse of the Baltimore & Ohio Southwestern Railway Company in that city. The tobacco was damaged by the recent storm. Most of it is the property of Haas Brothers, Cincinnati cigar manufacturers. Under the customs laws where imported goods are damaged in warehouses the Government remits the duty on as much as has been destroyed. The inspection took several days.

Schwarz-Lovera Employees Hold Annual Picnic

The Fifth Annual Outing of the Schwarz-Lovera Employees' Mutual Aid Benefit Association was held on the 17th inst. at Schuetzen Park, Astoria, Long Island.

Climatic conditions interfered somewhat with the well-arranged plans, but there was bowling and dancing and everyone had a good time.

Cincinnati

Cincinnati Rotary Club Men Off to the Coast—"Rocky Ford" Representative a Recent Visitor—Pendas & Alvarez Place New Nickel Brand

Cincinnati, O., July 28, 1915.

FATIMA cigarettes, always a big seller in this territory, have been given a boost by the recent visit of J. J. Collins, district manager for the brand for Liggett & Myers Tobacco Company.

When the Cincinnati Rotary Club members left recently for the Coast they did not forget to stock up with some good cigars and so they packed their grips with the "La Esperanza" brand made by M. Valle y Ca.

S. Frieder & Sons, who have taken on the distribution of the "Valmont" made-in-bond cigar, have placed it well throughout the city. Many of the downtown stands have been featuring them in their windows.

William Mendel, who represents the Union American Cigar Company and sells "Rocky Ford" cigars, was in town recently taking care of a large number of duplicate orders that were waiting for him. "Rocky Ford" continues as one of the leading five-cent cigars and their patronage here shows growth.

Henry Straus has written home that he will leave San Francisco August 3rd, sailing for New York via the Panama Canal on the Kroonland.

The First National Stogie Company was represented here recently by H. Shapiro, who came on from the Pittsburgh factory.

Considerable missionary work has been done recently by Mr. Treble, of the Mendelsohn Company, on the "El Symphonie" brand, which is distributed here by Straus Brothers & Company. Following his work here Mr. Treble left for Jamestown, N. Y., where he will devote his efforts to boosting the brand in that vicinity.

Oscar Gassman, once a prominent downtown dealer, has joined the forces of Strobl Brothers, 527 Vine Street. He works in the store a couple of hours each day and then calls on the box trade.

"Marta," a new five-cent cigar from the factory of Y. Pendas & Alvarez, manufacturers of the famous "Webster," has been placed for distribution in two sizes with Straus Brothers.

Val Keough, representing Bustillo Brothers & Diaz, was a recent visitor in the interests of the "Henry the Fourth" brand.

"Permit" and "Palma Villas" cigars, made by the American Cigar Company, were boosted recently through the efforts of C. S. Bergen, who has done some effective work in this territory.

Park & Tilford brands were represented in town by W. W. Higgins, who stopped off to look over the territory.

Itan.

New Quarters Necessary to Care for "Nena" Demand

We learn that the success of the "Nena" cigar, manufactured by Reguera & Berengher, New Orleans, La., has been such during the past fiscal year that the firm has been compelled to seek new and larger quarters at 201-203-205-207-211 Canal Street, that city.

It is a coincident of interest that the "Nena" factory is now the nearest cigar factory to the geographical center of the world. The geographical center has recently been located in New Orleans and the point happens to be about a short city block from the Reguera & Berengher factory.

Tampa

Plan Convention for Salesmen of Tampa Brands—P. Rey, of Cuesta-Rey & Company, Back From Havana—Berriman Brothers Busy With "Jose Vila" Orders

Tampa, Fla., July 27, 1915.

THE suggestion of Henry Abrams that this city hold an annual convention to be attended by all those traveling salesmen representing Tampa brands has been endorsed by the Tampa Board of Trade. Though there are four hundred or five hundred salesmen selling Tampa-made cigars, very few of them ever come to the city, or have ever seen the place where their brands are manufactured, and it was thought that a better knowledge of Tampa and Tampa manufacturing methods would be of material assistance in the increasing of sales. It is proposed to hold the contemplated annual meeting during the last week of each year.

A visit to the Sanchez & Haya factory revealed an increase in summer business just at this time.

On his recent visit to his factory, J. M. Cuyar, representing Andres Diaz & Company, reported satisfactory results for the year's work, despite prevailing conditions. Mr. Cuyar went over the Diaz line and devoted particular attention to the prospects for the coming year. Following his visit to the factory, Mr. Cuyar planned to leave for Baltimore, Philadelphia and various other eastern points.

Jose Diaz, of Bustillo Brothers & Diaz, manufacturers of "Henry the Fourth" clear Havana cigars, who recently came to the city from New York, spent but a day or so here and again returned.

Several days were spent here on business by John M. Carlisle. Mr. Carlisle is a popular salesman in this vicinity and makes his headquarters at Gainesville. J. J. Stephens, also another "Knight of the Road," spent a few days in the city recently. Mr. Stephens' territory covers practically the entire western coast.

J. M. Lozano, of F. Lozano, Sons & Company, recently arrived in the city following a business visit to New York City.

Much favorable comment is being heard relative to the cigar stand opened in front of the Hillsboro Hotel by A. Horn. The stand is attractively furnished and should prove a good location. Among the brands featured is the well known "La Mega," manufactured by V. Guerra, Diaz & Company.

Corral, Wodiska y Ca. state that they are well pleased with the orders received during the last few months on their brands. Edward Wodiska, of the company, left recently for a stay in New York.

P. Rey, of the "truly Spanish House" of Cuesta-Rey & Company, is back in the city following his recent visit to Havana in the interests of the company.

Much rejoicing was caused lately among the bonded cigar manufacturers when it became known that the Attorney General had decided that the Government would be willing to accept one dollar per thousand for the bonded stamps instead of the first price of ten dollars per thousand. This question has been lingering for quite a time, and the final decision will doubtless prove a much wished for relief.

Berriman Brothers, manufacturers of the famous "Jose Vila" cigar, report splendid business on this brand, and particularly in the finer sizes. Especially gratifying are the orders that are being received from western distributors.

A. L. Sylvester, of the Havana-American Company,

Perfecto.

The Cuban Market

From Our
Exclusive Bureau
74 Virtudes

Havana, Cuba.

Havana, July 24, 1915.

BUSINESS has more than kept up to the previous mark during the past fortnight, and as quite a number of American buyers have arrived here, the chances are that the present activity may continue.

The Northern buyers who have visited us have very soon convinced themselves, after an inspection of our market, as well as by going to the country, that the reports of this year's crop of Vuelta Abajo and Partido have not been exaggerated at all, and that in fact the truth is perhaps even more disconsolate. Under these circumstances they have not hesitated to pick up all the desirable lots of the old Vuelta Abajo crop, which they could lay their hands on. Prices have advanced already from 2 to 30 per cent. over the figures ruling two months ago, and we should not be surprised to see considerably higher prices later on in the season. The stocks held in the country have been all purchased, so that it would be difficult to find any more vegas in the hands of farmers, although it does not mean to say, that possibly some small vega might not be found here and there, for which the owner is asking a price outside of all reason. Although actual trade conditions, neither here nor in the United States, may warrant manufacturers to stock up extensively, still as we shall have no other crop, even under the most favorable conditions for the next twelve months to come, it is but prudent to increase holdings, in order to be prepared for an improvement in the cigar industry. The latter is bound to come at least for the American clear Havana cigar manufacturers, while the outlook for our factories is less assured, as long as the European war continues.

Besides the transactions in Vuelta Abajo and Partido we have had one very important one in Remedios leaf of last year's crop, principally first capaduras, and amounting to around 4000 bales, which were purchased by a commission house, very likely for account of its Northern customers. The firm in question does not like to see its name in print, and requested us not to publish the same, therefore we shall respect the expressed wishes. Evidently this big sale throws some light upon what we may expect to see later on, as regards the new crop and its possible cost price. In quantity the latter is estimated at about 150,000 bales, and of which at least half the number of bales will be of light and flimsy character, while the remainder is said to be of heavy quality, divided up into first, second, third capaduras, as well as manchados and loose leaves. The latter three classes will be needed for blending purposes by our cigarette manufacturers, so there remains only the first and second capaduras for the American market, and which may not yield over 40 per cent. If this calculation is correct, then there will not be enough to cover the demands of the Northern cigar manufacturers, and there should be a good market for the remainder of the stocks held here from last year's crop, and at better figures than those which have ruled here lately. There has been more buying going on in the country, and the vegueros have stiffened considerably in their pretensions. At the last prices paid for the bundled leaf, and calculating the yield of first capaduras as only 25 per cent., the cost price will be about $10 per qq. higher than the current prices here for the same grade.

Sales during the fortnight totaled 11,772 bales, which divided represented: Vuelta Abajo and Semi-Vuelta, 5277; Partido, 1050, and Remedios, 5445 bales.

Buyers were: Americans and including the large commission house, 8572; shippers to South America, 409, and our local manufacturers of cigars and cigarettes, 2791 bales.

Exports of leaf tobacco, from the port of Havana for the two weeks up to July 14th inclusive, totaled 10,385 bales, which were distributed to the following countries, viz.: To all ports of the United States, 9802; to Canada, 368; to the Argentine Republic, 70; to Uruguay, 115, and to Chile, 30 bales.

Receipts of Leaf Tobacco From the Country.

For the 2 weeks ending July 15, 1915.			Since Jan. 1, 1915.	
Vuelta Abajo	8,917	bales	56,145	bales
Semi-Vuelta	1,000	"	5,631	"
Partido	1,662	"	4,004	"
Remedios	1,210	"	59,734	"
Oriente	.....	"	7,892	"
Total	12,789	"	Total 133,406	"

Buyers of Leaf Tobacco That Come and Go.

Arrivals—From Tampa: Francisco Arango, of Arango, Villazon & Company; Francisco R. Diaz, of V. Guerra Diaz & Company; Peregrino Rey, of Cuesta, Rey & Company; Jose Escalante, of Jose Escalante & Company; Jose Lovera and Jose Cosio, of the Jose Lovera Company; Thomas Morgan, of the Morgan Cigar Company, and R. San Martin, of Leon & Martin.

From New York: Jose Menendez, of Jose Menendez; Max Schwarz, of Max Schwarz; Sol Cane, of Cane Brothers; Vincent M. Planco, of Ruy Suarez & Company; Eugenio Lopez, of Eugenio Lopez & Company, and M. Day, of E. Rosenwald & Brother.

From Chicago: Matt Wengler, of Wengler & Mandell, and Archibald Wengler, of Archibald Wengler.

From Key West: Vivian M. Myers, of the Cortez Cigar Company.

Returned: Walter C. Sutter, of Walter Sutter & Company; Mark A. Pollack, of Mark A. Pollack, and Antero Prieto, of Sobrinos de A. Gonzalez; also Manuel Suarez, of Manuel Suarez.

Departures—To New York: Maximilian Stern, Baldomero Fernandez, Jose Menendez, and Jose M. Diaz, by way of Tampa.

To Tampa: Enrique Pendas, Francisco Gonzalez, Manuel Pendas and Peregrino Rey.

To Boston: Albert W. Kaffenburgh.

Cigars.

Business in general may be termed as fair, considering the changed conditions on account of the war in Europe, and as we are holding our own, as compared with last year. However, as business was slack already in the month of July of 1914, we nevertheless ought to be thankful that it was not worse. As the majority of orders call for the lower priced cigars, there is no profit in the execution of them for our cigar manufacturers. This may be the reason why the famous "Corona" cigar factory shall have discharged, as we were informed, a little over 100 cigarmakers, and which up to now had been working very strong on high-priced cigars. A few of the independent factories, on the other hand, have slightly increased the number of their cigarmakers.

Partagas continues to work very strong in all directions, being well supplied with orders.

Romeo y Julieta received more orders of late, some of high prices, even from Spain, and for this reason is also working with full forces.

H. Upmann is again as busy as previously, as the calls for its cigars have augmented considerably.

Por Larranaga is steadily increasing the sphere of its connections in the whole world, as Don Eustaquio Alonso is thoroughly conversant with the requirements and tastes of smokers, therefore he is ever watchful to please them in every respect. Notwithstanding the quieter period of the year, Por Larranaga is holding her own in good shape.

Sol and La Devesa de Murias is working steadily, as orders are coming forward quite regularly from one country or the other.

Leaf Tobacco.

Don Antero Prieto returned sooner than he expected to from his vacation in the United States, but as he told us, he thought it wisest to remain here while the buying of the leaf in the country is taking place, as by his many years of experience he is better able to judge what prices could be safely paid, and when to stop buying altogether, on account of too high prices, or on account of the quality of the leaf. A mistake made at the start may result in heavy losses in the escogidas.

Fred Davis, of the El Sidelo factory, is still here trying to secure more leaf for their Tampa and New York factories, and which we understand are working under a full head of steam.

Don Fernando Cardenas has made an arrangement to work with the well-known firm of Bridat & Company, commission merchants, since the first of this month, and we wish Don Fernando, as well as the firm of Bridat & Company, a mutual satisfactory result at the end of the year.

Jose C. Puente & Company were sellers of some 600 bales of leaf tobacco, of all kinds, during the past fortnight.

Garcia & Vega purchased 700 bales of old Vuelta Abajo vegas during the recent presence of Don Alvaro Garcia (better known as Colonel Garcia) in our city.

Perez M. & Hnos. closed transactions amounting to 2095 bales of Remedios, all first capaduras, of the 1914 crop.

Celestino Vega, of Tampa, secured some 900 bales of choice, old Vuelta Abajo vegas, and was still looking for more, as we heard.

Gonzalez & Benitez disposed of 1400 bales of Remedios and Semi-Vuelta during the past two weeks.

Matt Wengler, of Wengler & Mandell, had bought some 714 bales of selected old Vuelta Abajo vegas, and is still in the market trying to purchase more of them.

Sierra & Martinez sold 1,050 bales of old Vuelta Abajo, and some Partido wrappers of the new crop, during the past fortnight.

The Cuban Land and Leaf Tobacco Company added another 1,010 bales of leaf to its previous takings.

Camejo & La Paz were sellers of 259 bales of Remedios and Vuelta Abajo vegas in the ultimate two weeks.

Romeo y Julieta secured some 360 bales of Vuelta Abajo vegas of the 1914 crop, excepting 60 bales, which were of this year's growth.

Exporters of leaf tobacco, above 200 bales, during the past fortnight were:—

Virgilio Suarez	2284	bales
Leslie Pantin	1614	"
Cuban Land & Leaf Tobacco Company	1266	"
Garcia & Company	515	"
Maximilian Stern	449	"
Menendez & Company	447	"
Manuel Suarez	386	"
Havana Tobacco Stripping Company	293	"
J. Bernheim & Son	272	"
Walter Sutter & Company	262	"
Jose Suarez & Company	208	"
M. A. Gunst & Company	200	"
E. H. Gato Cigar Company	200	"
		Oretaniv.

James Dixon Predicts Advance in Turkish Tobaccos

James Dixon, of the Tobacco Products Company, who has recently returned from a trip through the Turkish tobacco districts, recently stated in an interview that in his belief an advance in Turkish tobacco is to be expected soon.

"The available supply from the crop of 1914 now being dealt in," said Mr. Dixon, "is only half what it usually is, and of the high grade tobacco such as is used in America there is only 40 per cent. of the normal. The crop of 1915 is small in acreage, having been curtailed on account of the planting of grain. Furthermore, Egypt is entirely cut off from its ordinary source of supply, the Black Sea and Asia Minor, and she has been compelled to buy in Greece and Macedonia this year, thus increasing competition.

"Unless the war ends soon or unless the Dardanelles are taken by the Allies, the situation in the tobacco leaf market will be extremely interesting before long. Egypt gets three-fourths of its supply normally from the Black Sea, and owing to the war not a pound can be had from that section, although the 1914 crop was ample."

Mr. Dixon explained that the war caused a shortage of labor at the time the leaf was being cured, so that the quality is below the average. Farmers along the Black Sea have their whole crop on hand, and whereas they got 25 cents a pound for it in the field a year ago, they cannot get five cents a pound now. In Bulgaria the same condition of market blockade prevails, and tobacco worth $1.75 a pound can be purchased for 35 cents, but there are no purchasers, and the prices are nominal. This, according to Mr. Dixon, leaves the whole world to be supplied from Macedonia.

Daley & Abbott Open New Store in Bangor

Daley & Abbott, manufacturers and retailers of cigars, have recently opened a new and attractive store at 41 Hammond Street, Bangor, Me. The store is large and well lighted and has additional facilities which will enable the firm to care for their growing business. The "Gibson" is the leading cigar which they manufacture.

Deaths in the Trade

Elias E. Kahler

ELIAS E. KAHLER, president of the E. E. Kahler Cigar Company, Rose and Buttonwood Streets, Reading, Pa., died recently at his home, 310 North Fourth Street, following an illness of a year. He had just passed his sixty-seventh birthday.

Mr. Kahler was born in Millersburg, Dauphin County, and came to Reading twenty-seven years ago. He learned the cigarmaking trade twenty years ago. Later he opened a factory in the rear of his home. The business grew rapidly and a force of cigarmakers was put to work. These quarters being too small to accommodate the business, a factory at Rose and Buttonwood Streets was erected. In December, 1908, a company was formed and Mr. Kahler selected as its president.

He leaves these children: Paul M., John E. and Mabel H., Reading. One grandson, two brothers, Jeremiah E., Millersburg, Dauphin County, and Charles E., Reading, and a sister, Mrs. Araminta Seiders, Millersburg, remain. He was a member of the Odd Fellows, Royal Arcanum and People's M. E. Church.

John J. Gaynor

John J. Gaynor, a former tobacconist of Toledo, O., died recently as a result of intestinal trouble. He was taken ill on Sunday morning in his brother's cigar store and was taken at once to his home on Locust Street. He failed to rally and died on Thursday.

Mr. Gaynor was nearly sixty years old. He was born in New York State. When a young man he came to Toledo with his brother, Thomas, and was identified with the C. F. Adams Company. Later that firm transferred him to Lowell, Mass. After several years as manager of a store there he decided to go into business for himself and opened a furniture store. He continued in that line until fifteen years ago, when he moved again to Toledo. He opened a cigar store in the old St. Paul building. He remained there until March 1st last, when he was forced to move with other tenants, that the building might be torn down.

Mr. Gaynor is survived by a widow and one son, Paul, an attorney; a sister, Miss Mary Gaynor, of Rochester, N. Y., and another brother, Edward, of Buffalo, N. Y. He was active in Knights of Columbus circles.

Aaron Ogden

Aaron Ogden, aged eighty-seven years, cigar manufacturer in Owego, N. Y., first being associated in partnership with George W. Barton and afterward in the cigar business for himself, died July 22nd in Owego following brief illness. Deceased served several terms as supervisor in Newark Valley, N. Y., and in Owego. He had one son, Fred, and one daughter, Susan, both of whom died years ago. Interment was July 24th in Owego, N. Y.

William J. McGirr

William J. McGirr, aged thirty-nine, who for fifteen years had traveled through Province of Ontario in Canada as representative for the Andrew Wilson Cigar Company of Toronto, Ont., died suddenly Sunday, July 18th, in Wellesley Hospital, Toronto. Interment was July 21st in Meaford, Ontario, Can. Deceased, who was a member of the Commercial Travelers Association of Canada and one of the most popular drummers on the road, was taken suddenly ill ten days before death while traveling in the northern section of Ontario and he was brought shortly afterward to the Toronto hospital, where an operation was to have been performed on Sunday afternoon on which he died. Deceased was born in Meaford, Ont., but the greater part of his life was spent in Toronto. He never married and is survived by one sister and one brother, Arthur McGirr, merchant in Saskatoon, Sask., Can.

John J. Power

John J. Power, aged sixty-two, for years traveling representative for the American Tobacco Company and whose home during almost his entire life was in Philadelphia, Pa., died Friday, July 23rd, at his late home, 19 Washington Street, Hornell, N. Y. Deceased was known throughout New York State and Pennsylvania and was one of the most popular of traveling tobacco men. He leaves his father, Phillip Power, and two sisters, Mrs. John Muldoon and Miss Margaret Power, all residing now in Philadelphia, Pa. His wife, who formerly was Miss Isabel Abernathy, of Hornell, N. Y., also survives. The late Mr. Power was forced to retire from the road about two years ago because of illness. Interment was Monday, July 26th, in Philadelphia, Pa.

James O'Neil

James O'Neil, for more than thirty years a well known business man of Nashua, N. H., died recently at his home in that city following a long illness.

For the past few years he had conducted a wholesale and retail tobacco store on Railroad Square. Prior to that he had been in the liquor business at several locations. With the late J. A. Bellevance he started the present wholesale and retail liquor house of Bellevance & O'Neil at 2 Canal Street. Later he disposed of his interests in the concern and bought out Isaiah Robbins on Water Street, one of the oldest stands in the city. Two years ago he retired from the liquor business and bought the tobacco business of the late E. Patazzi.

Peter J. Miller

Peter J. Miller, the oldest member of Union 90 of the International Union of Cigar Makers of Manhattan, died recently at the age of eighty-four years, at his home, 285 Jackson Avenue, Long Island City. Mr. Miller was known to the tobacco trade throughout the State and held a record for hand-made cigars. In Germany it is said that his count in a contest for hand-made cigars over a period of a week was 8000, and it is estimated that during his lifetime he turned out more than 1,000,000 hand-made cigars.

The deceased is survived by a widow, four sons and two daughters.

Ingerham Brothers Buy Palm Cigar Store in Oneonta

A. H. and DeForest Ingerham, of Oneonta, N. Y., have recently formed a partnership and purchased the Palm Cigar Store, located at 154 Main Street. They will operate a cigar store and barber shop. The younger brother has been associated with another brother in the cigar and news stand business and is well equipped to handle that end of the business.

THE TOBACCO WORLD REGISTRATION BUREAU

The Tobacco World, established in 1881, has maintained a Bureau for the purpose of Registering and Publishing claims of the adoption of Trade-Marks and Brands for Cigars, Cigarettes, Smoking and Chewing Tobacco, and Snuff. All Trade-Marks to be registered and published should be addressed to The Tobacco World Corporation, 236 Chestnut Street, Philadelphia.

One Dollar for each title must accompany all applications. In case title or titles cannot be registered owing to prior registration, same will be returned immediately, less our usual charge for searching and return postage, or it will be credited if desired.

☞ Positively no responsibility assumed for errors, duplications or any controversies which might arise. We will not under any circumstances act in a legal capacity in cases concerning disputed titles. We maintain a bureau of records only.

REGISTRATIONS

EL CORAN:—31,033. For cigars. July 12, 1915. F. Forres, Milwaukee, Wis.

TRANKLINO:—31,034. For cigars. July 12, 1915. Joe Italiano, St. Louis, Mo.

STENARA:—30,035. For cigars. July 12, 1915. Steffens, Jones & Co., New York, N. Y.

GERMAN FLEET:—31,036. For cigars. July 12, 1915. Theodore Pappas & Co., New York, N. Y.

GERMAN TRIUMPHS:—31,037. For cigars. July 12, 1915. Theodore Pappas & Co., New York, N. Y.

THE GREEK DREAM:—31,038. For cigars, cigarettes and smoking tobacco. July 12, 1915. Anglo-American Tobacco Co., New York, N. Y.

QUEEN AMORITA:—31,039. For cigars. July 13, 1915. E. T. Ervin & Sons, Peoria, Ill.

PEP:—31,040. For cigars. July 13, 1915. Henry Hoklas & Son, Peoria, Ill.

OZARK TRAIL:—31,041. For cigars. July 13, 1915. Stevens Cigar Co., Dixon, Mo.

SALLY WARD:—31,042 For cigars, cigarettes and cheroots. July 13, 1915. Calvert Litho. Co., Detroit, Mich.

FULTON LEADER:—31,043. For cigars. July 14, 1915. S. Skolnick, Brooklyn, N. Y.

FULTON SPECIAL:—31,044. For cigars. July 14, 1915. S. Skolnick, Brooklyn, N. Y.

PRINCIPE LUIGI:—31,045. For cigars. July 14, 1915. Lee W. Billings, Chicago, Ill.

GENERAL VON MACKENSEN:—31,046. For cigars. July 15, 1915. Theodore Pappas & Co., New York, N. Y.

CLUB REEL:—31,047. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. July 15, 1915. Pasbach-Voice Litho. Co., New York, N. Y.

TWO DAISIES:—31,048. For cigars. July 15, 1915. I. D. Bull, Nescopeck, Pa.

TWO BIRDS:—31,049. For cigars. July 15, 1915. I. D. Bull, Nescopeck, Pa.

NATHAN M. AFFRINE:—31,050. For cigars. July 15, 1915. G. H. P. Cigar Co., Philadelphia, Pa.

M. & D. W. DETROIT:—31,051. For cigars. July 15, 1915. M. Wexler, Detroit, Mich.

TRUTH:—31,052. For cigars, cigarettes, stogies and tobacco. July 17, 1915. Jno. H. Swisher & Son, Newark, Ohio.

THE WRIGLEY:—31,053. For cigars. July 19, 1915. The G. H. P. Cigar Co., Philadelphia, Pa.

CLAUDE JOSEPH ROUGET DE LISLE:—31,054. For cigars. July 20, 1915. Schmidt & Co., New York, N. Y.

GREEK TROPHIES:—31,055. For cigars, cheroots, stogies, chewing and smoking tobacco. July 22, 1915. Booras Brothers, New York, N. Y.

GREEK TORPEDOES:—31,056. For cigars, cigarettes, stogies, chewing and smoking tobacco. July 22, 1915. Booras Brothers, New York, N. Y.

H. C. STONE CLUB:—31,057. For cigars. July 22, 1915. Charles J. Kiesling Co., Philadelphia, Pa.

ENGLISH TRIUMPHS:—31,058. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. July 23, 1915. Booras Brothers, New York, N. Y.

FRENCH TRIUMPHS:—31,059. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. July 23, 1915. Booras Brothers, New York, N. Y.

KENWOOD BOOSTER:—31,060. For cigars, cigarettes, stogies and tobacco. July 23, 1915. J. R. Strauss, Chicago, Ill.

LITTLE RASCAL:—31061. For stogies. July 27 1915. Enelow Cigar Co. Pittsburgh, Pa.

THORAX:—31,062. For cigars. July 27, 1915. James N. Tjibides, New York, N. Y.

BIG C:—31,063. For cigars. July 27, 1915. Felsenfeld Cigar Co., Baltimore, Md.

LITTLE SPIKE:—31,064. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. July 27, 1915. Henry Conerus & Son, Aurora, Ill.

BIG SPIKE:—31,065. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. July 27, 1915. Henry Conerus & Son, Aurora, Ill.

SPEEDWAY AUTO CLUB:—31,066. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. July 27, 1915. Henry Lustgarden, Chicago, Ill.

ALBANY CHARTER:—31,067. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. July 28, 1915. Henry Heck & Son, Albany, N. Y.

HIGH TOAST:—31,068. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. July 28 1915. Henry Heck & Son, Albany, N. Y.

THERRIEN & LAWRENCE:—31,069. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. July 28, 1915. Therrien & Lawrence, Elgin, Ill.

WM. CRO. & CO.:—31,070. For cigars. July 28, 1915. Croger Cigar Co., Seattle, Wash.

CANCELLATION

CENTELLO:—30,968. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered June 14, 1915, by Pasbach-Voice Litho. Co., New York, N .Y. Cancelled July 15, 1915.

TRANSFERRED

H. & T. ROYALS:—31,012. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Transferred July 15, 1915, to Harburger & Traubmann, New York, N. Y., by Enterprise Cigar Co., New York, N. Y.

Get a Specialist

When your health or your business is at stake, you immediately employ a *specialist*. His knowledge is *sure* because he has made a study of only **one** thing; his work is **efficient** because he has practised only with the conditions which he has studied. But sometimes he comes too late!

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Take No Chances with Your Sign Advertising

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After years of study and experience in developing **Signs** for cigar and tobacco manufacturers we know that we can prepare one for you at **Little Cost** which will **Compel** attention and **Sell Your Products.**

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Don't wait for this necessity to arise. Make inquiry today and be prepared to meet any condition.

ECLIPSE SIGN & ADVERTISING CO.
READING, PENNA.

Detroit

Manufacturers Now Seeking Additional Cigarmakers—"Reynaldo" Boosted Through President Herz—President of Melachrino Company a Visitor

Detroit, Mich., July 26.

THERE is really nothing to report about the cigar manufacturing industry of this city—everybody is busy—orders continue to pour in—and the great problem confronting the manufacturers is the scarcity and inability to get more help. The crying need is "More Cigarmakers" and not more orders. Rather an unusual condition isn't it when most cigar manufacturers in other cities report a falling off in trade.

Referring to retail trade, it couldn't be better—not that retailers could not do more business, but that it is way ahead of last year, and that's all that can be expected.

The Moore-Wiggins Company has leased to the United Cigar Stores Company the store at 23 Monroe Avenue, in the Elks Temple Building, Detroit. The lease runs for eight years and the total rental is $26,000. This will be the second store the United will have in that block.

William Tegge, Detroit cigar manufacturer, is on the Pacific Coast on business.

Joe Schwartz, the Cleveland stogie jobber, was a recent visitor in Detroit.

Jules Marqusee, Charles J. Waxelbaum, Harry Nathan, Howard Kinney and Abe Hirsch were among the recent visitors in the leaf tobacco trade.

The running races across the river from Detroit from July 15th to 21st had a very good effect on retail cigar business.

Sandy Stuart has returned from a western trip. Sandy is "road ambassador" for the Superia Cigar Manufacturing Company.

Ben Lesser, representing F. Lozano & Company, was in Detroit during the past two weeks. Ben was accorded the usual hearty welcome.

Steve Herz, president of Arnheim, Herz & Ellis, Inc., of Pittsburgh, Pa., was in Detroit last week in the interest of "Reynaldo" cigars.

We had a visitor of note last week—L. B. McKittrick, president of the Melachrino Company.

W. J. Smith has engaged in the cigar and tobacco business at Cadillac, Mich.

Detroit now has a population of 760,000, including its suburbs. It gained 58,000 during the last twelve months. A campaign is now on to make Detroit a city of 1,000,000 inhabitants by 1920. We want to beat out Cleveland for sixth place.

Terrence Kelly, cigar retailer of Saginaw, Mich., has filed a voluntary petition in bankruptcy. Liabilities are placed at $659 and assets at $300. Among the firms who are creditors are Lee & Cady, of Detroit, and the Blackney Cigar Company, of Saginaw.

John Hengels, who for a number of years was engaged in the retail tobacco and cigar business at Sault Ste Marie, Mich., but who spent the past winter in Florida and other southern states, is back in the Soo and is looking around for a location to re-enter the business.

Kinsel's Greater Drug Store is now operating in full swing at the corner of Michigan and Griswold Streets. It is said the average daily sales in the cigar department of this store are seven thousand cigars. William Whalen is manager of this department.

Theodore Becker, cigar retailer at Griswold and Congress Streets, Detroit, in the basement of the old Telegraph building, says business is picking up every day. "Ted" bought the place a few months ago.

The employes of the Mazer Cigar Company, Detroit, were tendered their first outing at Sugar Island on July 31st. The factory was closed down for the event. There was a program of athletic contests, for which prizes were offered.

The Harry W. Watson Company is now comfortably located in its elegant new quarters at Woodward and Jefferson Avenues, Detroit. The corner of the building is used as a retail cigar store. The balance is for the wholesale and jobbing departments.

During the month of June Detroit cigar manufacturers produced a total of 29,393,400 cigars, as compared with 27,890,043 during the same month in 1914.

Louis Peters & Company is completely settled in its elegant new quarters, fully described in the "World" a few issues ago, at 107 East Larned Street, Detroit. The company packs leaf tobacco and does a very good business in all of the cigar manufacturing centers.

Thornburg.

High Prices Prevail at Amsterdam Tobacco Sales

At the sales held in Amsterdam on July 9th, 480 packets of Sumatra and 1981 packets of Borneo tobacco were offered. There was again keen buying for regie purposes, so that prices were again very high, though they fetched more than two figures in only a few cases, on account of the minor quality of most packets.

The United Langkat Plantations sold 525 packages at 102c per ½ kilogram (estimate 58c), 427 packages at 48c (estimate 35½c), and 367 packets at 66c (estimate 40½c); average proceeds of 1319 packets, 73c. The Wampoe Tobacco and Rubber Estates realized 695 packets at 37c (estimate 30c), the London Langkat Syndicate 357 packets at 41c (estimate 31c).

The United Langkat has so far sold, according to a semi-official statement, 10,883 packets, at an average price of 132c per ½ kilogram, against last year 11,103 packets at 184c. With the price of 132c it is leading the list; the Lenembah Company, which has sold extremely good qualities, is second with 131c for 14,559 packets. The old Deli Company has received for its 44,238 packets on an average 114c.

The following Borneo tobacco was sold: Borneo Proprietary Estates, 225 packets, at 34c (estimate 26½c); New Darvel Bay (Borneo) Tobacco Plantations, 274 packets at 65c (estimate 47c), 496 packets at 41c (estimate 33½c), 301 packets at 34c (estimate 27½c); New London Borneo Tobacco, 539 packets at 36c (estimate 33c), and 146 packets at 66c (estimate 43½c).

Connecticut Valley Growers Hard Hit by Storms

Hartford insurance men estimate that the damage inflicted on the tobacco crop of the Connecticut Valley, by rain and hail of last week, will entail a loss of about $300,000, and covers an area as large as Suffield Township.

A relatively small portion of the loss will fall upon Hartford insurance companies, as few insure the tobacco crop on an extensive scale. The bulk of the loss will be met by the Royal and the Springfield insurance companies, though the Ætna, Orient, the London and Lancashire and the Hartford Fire will feel the loss to some extent.

The storm, which was general, was the worst ever known in this section, according to the insurance men. It extended from the Sound along the Connecticut River to Vermont. The Suffield and Feeding Hills, Mass., districts were probably the worst sufferers.

BUSINESS OPPORTUNITIES

For Sale, Wanted and Special Notices

RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

Special Notices.

DEALERS—Sell "MOLOTOK" Russian cigarettes. Something different. High class, but not high priced. Cost $15 per thousand—sell 20 Cents for box of 10. Exclusive territory given. Russian Import Company, 858 Harrison Building, Philadelphia, Pa.

MONROE ADLER,
CIGAR BROKER,
186 N. La Salle St., Chicago, Ill. 6-17-he

LANCASTER STOGIE COMPANY,
MANUFACTURERS OF HIGH GRADE STOGIES,
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HIGHEST GRADE OF WHEELING STOGIES—That will please the most exacting smoker, are made by C. A. Kase, Seventh and Main Streets, Wheeling, W. Va.; Factory 33; Established 1895.

Wanted.

H. BLUMBERG,
Dealer in Leaf Tobacco. Bargains Bought and Sold Every Day. Fillers, Brokens and Tops Our Specialty. Correspondence Solicited.
72 Pleasant Street, Hartford, Conn.

ADLER & MYERSON, INC.,
Buyers of Cuttings, Scraps and Siftings,
332 East Forty-eighth Street, New York City.

WANTED—Spot cash paid for clean cigar tucks; send samples and state quantity you have. Julius Laske, New Haven, Conn.

IMPORTANT NOTICE TO CIGARETTE MANUFACTURERS—We manufacture cigarettes for the trade; we also supply tobacco boxes and labels 25 per cent. cheaper than elsewhere. Brands registered. Write for particulars. Live distributors wanted. The Soter Company, 235 Canal Street, New York City.

Situation Wanted.

WANTED—Position by an experienced salesman. Have first-class jobbers and retailers for A-1 house, ranging from New York through the Middle West. At liberty September 1st. Address Box 91, care of "The Tobacco World."

Help Wanted.

EXPERIENCED DECORATOR will arrange for displays in cigar store windows in Philadelphia. Box 888, "Tobacco World."

REPRESENTATIVES WANTED IN ALL PARTS OF THE UNITED STATES, to sell the best line of stogies. Easy sellers, attractive goods and excellent repeaters. Liberal commissions paid to active brokers. Good opportunity for cigar men as a side line. No trouble in placing the goods. Steady commissions paid on all future orders. Communicate at once. International Cigar Company, Pittsburgh, Pa.

For Sale.

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 263 E. 78th St., New York. 9-1-tf

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

FOR SALE—Cigar and Cheroot factory, fully equipped. Can be bought reasonable. Building included in sale or can be leased for a long period. Ohio Cigar Company, Springfield, Ohio.

Braddock Cigar Manager Off on Another Trip

John Mose Balsamo, the well known manager of the cigar department of Ward's Cafe, Braddock, Pa., is off on another trip this year.

From Braddock, Mose went to Baltimore and from there to Newport News, Va., and thence to Norfolk. From Norfolk he jumped to Boston, and from Beantown to Albany and down the Hudson to New York. Mose ended the trip at Atlantic City, where he was much observed on the "Great Wooden Way." Mose made the same trip last year and enjoyed it so much that he decided to give the inhabitants along the route another treat this year.

Business is improving in Braddock and the vicinity and Mose is quoted as saying that within the next two months the cigar business will be going along in splendid shape.

St. Paul Cigar Firm Bankrupt

Lieberman Brothers, cigar manufacturers, of 375 Jackson Street, St Paul, Minn., have recently filed a petition in bankruptcy in the United States District Court showing liabilities of $26,137.02 and nominal assets of $10,500.67. Individual petitions were also filed by the partners of the business.

Among the larger creditors of the firm are Northern Display Company, Minneapolis, $2899.32; William S. Brill & Company, New York, $1192.44; Robert M. Granat Company, Lancaster, Pa., $1501.67; Newman & Gach, Chicago, $1530.68; F. S. Baines & Company, Janesville, Wis., $1138.90; Allen & Wheeler Company, Troy, N. Y., $1264.64, and T. V. McCue, St. Paul, $207.64.

Girl Clerks for United Specialty Stores

With "distinctive service" as a motto, the United Specialty Stores, Inc., will shortly open the first of their proposed chain of stores in the Devereaux Building, in Utica, N. Y. The company proposes to operate stores handling cigars, cigarettes, smoking tobacco and smokers' articles and supplies, magazines and sporting goods.

Mead S. Beebe, a former resident of Utica, is secretary and treasurer of the corporation, which is capitalized at $100,000.

The cigar department will contain an innovation in the employment of girls as clerks. The company believes that they will prove more attentive to customers.

Fire Destroys Baltimore Cigar Store

The cigar store of Adolph Buschmann, 1205 Light Street, Baltimore, Md., was recently destroyed by a fire of unknown origin. The household effects on the second and third floors of the building were also damaged. The loss will reach nearly $2000.

Schmidt Cigar Business Sold

The cigar business of J. Adam Schmidt, who operated the Cuban Cigar Company at 11 East Sixth Street, Cincinnati, Ohio, was sold recently through the Probate Court to Fred W. Prefzger for $7550.

It will be remembered that Mr. Schmidt committed suicide a few months ago, leaving a note saying that he had lost heavily through playing the races. His widow secured permission through the Probate Court to make the sale.

NEWMANN & GACH - Fancy Connecticut Wrappers and Havana our Specialty - Chicago

Leaf Tobacco Notes

CONNECTICUT

Hartford, Conn.

Considerable damage has been done the Connecticut tobacco crops by the recent rain and hail storms, and while some crops did not suffer at all, the damaged ones are in a large majority. Some growers, so it is stated, have had the plantings wiped out entirely, while others will be fortunate to break even on the crop if it comes through. The tobacco men, however, are philosophical and realize that rain and hail storms are a part of the natural hazard and have learned to take the good years and the bad ones as they come. The tobacco crop is of much importance and any disaster which curtails the prosperity of the growers affects the trade in agricultural machinery as well as in personal and household articles.

The latest estimates indicate that about seventy per cent. of the crop will be cut. In some cases the entire acreage will be plowed under as soon as convenient.

The Havana section about Simsbury has thus far escaped injury and there is promise of more than an average crop. Within the limits of the town there is raised about 600 acres of Havana tobacco and about 400 acres of shade grown. The cash returns for this crop at last year's prices would be more than $500,000.

KENTUCKY

Paducah, Ky.

The week finds the tobacco outlook in the "black patch" differing little from the previous week. Seven days of hot dry weather, terminating in a generous rain which covered the entire section, has brought the young plants to a considerable stand. There were no sales during the week past, and few inquiries. Pending an appeal to the State Department by Congressman Barkley of Paducah, for some steps to relieve shippers of interference from British sources, there probably will be markedly few shipments. The appeal is the second which has been made. Temporary relief was granted, but in the last few months conditions have lapsed until shipments are again almost impossible, due to the long delays in British ports under detention. The first definite signs of relief are expected to create a decided activity among buyers and shippers.

The best estimates on the present crop now place it at approximately 220,000 acres, as against 198,000 acres last year. The total production based on that estimate would make about 176,000,000 pounds as against 159,000,000 in 1914, or practically a 10 per cent. gain. This includes the Henderson, Upper Green River, Paducah, Clarksville, Hopkinsville and Cumberland districts, the component parts of the "black patch" proper. These figures indicate a faith in tobacco on the grower's part that is not shared by the majority of dealers, who predict a glutted market if conditions in Europe are not speedily readjusted. The buyers, in the main, are carrying practically all the stock they can afford to carry, none but the English trade having shipped any great proportion of its holding.

INDIANA

Vevay, Ind.

The tobacco crop in Switzerland County, which is the largest tobacco-raising county in Indiana, has been badly damaged by the continued heavy rains. The condition of the crop as a whole does not compare favorably with conditions of two weeks ago. Much of the early tobacco is budding out very low to the ground with small leaves and has a sickly color. In many fields which lie flat and without drainage the plants have turned yellow and the injury is permanent. No matter if the weather does clear up it will not help the spots because of the fact that many of the roots have rotted off.

PENNSYLVANIA

Lancaster, Pa.

Abundant rains and warm nights are developing the new tobacco crop in fine shape and the farmers of this county are well pleased.

It is now believed that less Havana seed tobacco was planted than at first supposed, and of the crop of 14,000 acres, not 2000 acres are Havana seed, all the rest being Pennsylvania broadleaf, the variety Lancaster County growers believe the best adapted to this soil and climate.

In an endeavor to get Lancaster County tobacco in the favorable place it occupied so long with the trade at large, the growers are giving unusual care to cultivation, and the prediction is made that this year's crop will be in all respects the best the county has turned out for a number of years.

The local tobacco packers are beginning to evince considerable interest in the new crop, because their own business is showing more life.

Chemistry of Tobacco Curing

That leaf tobacco loses much more weight when cured on the stalk than when the leaves are picked in the field and cured separately has been demonstrated by an investigation of the United States Department of Agriculture. The experiments were carried on for a period of four years at a Connecticut tobacco farm. They showed that for leaves of the cigar wrapper type the average loss in dry weight in curing picked leaves was from twelve to fifteen per cent., while leaves cured on the stalk lost approximately twice as much. If the stalk is split in harvesting, a common practice in certain districts, it dries sooner than if simply severed near the base, and in consequence there is not so much loss to the leaf. Even under these conditions, however, the loss in the leaf's weight is greater than in curing picked leaves. Tobacco intended for export, manufacturing and cigar fillers is usually gathered in a riper condition than that for wrappers, and in consequence it loses still more weight. Even with picked leaves this loss frequently amounts to from thirty-five to forty per cent.

"Red Dot" Maufacturers Need Cigarmakers

Barnes-Smith & Company, manufacturers of the "Red Dot" five-cent cigar, of Binghampton, N. Y., are reported to be advertising in other cities to get cigarmakers to come to Binghampton and help manufacture "Red Dot."

F. A. Bronson, of that city, who has the distribution of the brand in that territory, states that lately the manufacturers have been unable to meet the demand on the "Red Dot," so popular has it become with the smokers.

THE CULTIVATION OF TOBACCO IN INDIA

Type of Indian Leaf Gives Satisfactory Results—American Varieties Not Quick Growers

A BULLETIN just issued by the Agricultural Research Institute at Pusa, India, by Mr. and Mrs. Howard, who have done much valuable economic botanical work in India (says the "Madras Mail"), recalls the strides that in recent years have been made in the improvement of tobacco cultivation in India, particularly in Bihar. There are none in India now who remember the Chinsurah cheroot, the manufacture of which, apparently, languished after the Dutch disappeared from India; but if it was made from the crude Indian tobacco it could not have been a very delectable weed.

There may be some, though, who remember the attempt of a Calcutta firm who, about thirty years ago, tried to introduce at Pusa the manufacture of pipe tobacco from indigenous leaf. The best that can be said of the result is that, as a smoke, it left much to be desired, and attempts to popularize it in Calcutta failed. Since then we have heard of more than one attempt to grow and cure a tobacco in India, both in Bihar and South India, that will take the place of the American tobacco that forms so large a part of the cigarette and pipe tobacco imported into this country.

In 1910 or thereabouts several of the tobacco factories came into existence, and cigarettes made from Indian tobacco began to find their way into the market. The best known of these is the Peninsular Tobacco Company, with factories at Monghyr, Bangalore and other places. Having the Imperial Tobacco Company behind it, the Peninsular Tobacco Company has been able not only to undertake the manufacture of cigarettes on a gigantic scale, but to experiment on its own account and to co-operate with the Department of Agriculture in trying to secure a tobacco of fixed and uniform grade suitable for the making of cigarettes. The bulletin under notice, and a previous one by the same authors, is largely an account of these experiments. After many discouragements, and in the midst of many difficulties and curing, it has been possible to secure what was desired. A type of Indian leaf has been discovered which has the light color, the fine texture and the necessary elasticity when cut to make good fillings for cigarettes, and the flavor and aroma are said to be fair.

In making these experiments, imported varieties of American tobacco did not, under the altered conditions, reproduce the qualities desired, and the Indian varieties gave more promising results. The main reason for this was that the American varieties were not quick growers, an imperative necessity in Bihar, where the tobacco must be planted and cut in a few months towards the end of the year.

In securing a tobacco of sufficiently high grade for the manufacture of cigarettes it goes without saying that promising results have been secured in the improvement of other varieties of tobacco, which was a consummation much to be desired, because we are reminded that from an economic point of view there are obvious drawbacks to the production of a high grade cigarette tobacco only. The only customer in Bihar for this tobacco is the Peninsular Tobacco Company, as the local dealers do not require this product.

Union-American Cigar Company Declares Dividend

The Union-American Cigar Company has declared the regular quarterly dividend on preferred stock of one and three-quarters per cent. (1¾%). It is payable August 15, 1915, to stockholders of record July 31, 1915.

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BANDS AND TRIMMINGS

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167 W. WASHINGTON ST. CHICAGO, ILL.

PHILADELPHIA OFFICE,
420 DREXEL BUILDING.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
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CIGAR BANDS
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These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in THE TOBACCO WORLD. :-: No bogus Advertising admitted.

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Calle De La Industria, 172-174

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General Agent for United States and Canada

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Behrens & Co.

Havana, Cuba

Consulado 91-93

Manufacturers of the old brands

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Independent factories

Our Motto: Quality, always a little better than Havana's Best

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MADE IN AMERICA OF THE

"HIGHEST GRADE TURKISH TOBACCOS"

- NO OTHER INGREDIENTS -

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Quality and demand makes

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Renowned for Uniformity

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Latest Reports from the Cuban Market

Latest News of the American Leaf Tobacco Markets

Registration of New Brands of Cigars, Cigarettes, Tobacco, Etc.

ESTABLISHED 1881 Vol. XXXV No. 16

PUBLICATION OFFICES: 236 Chestnut Street, Philadelphia

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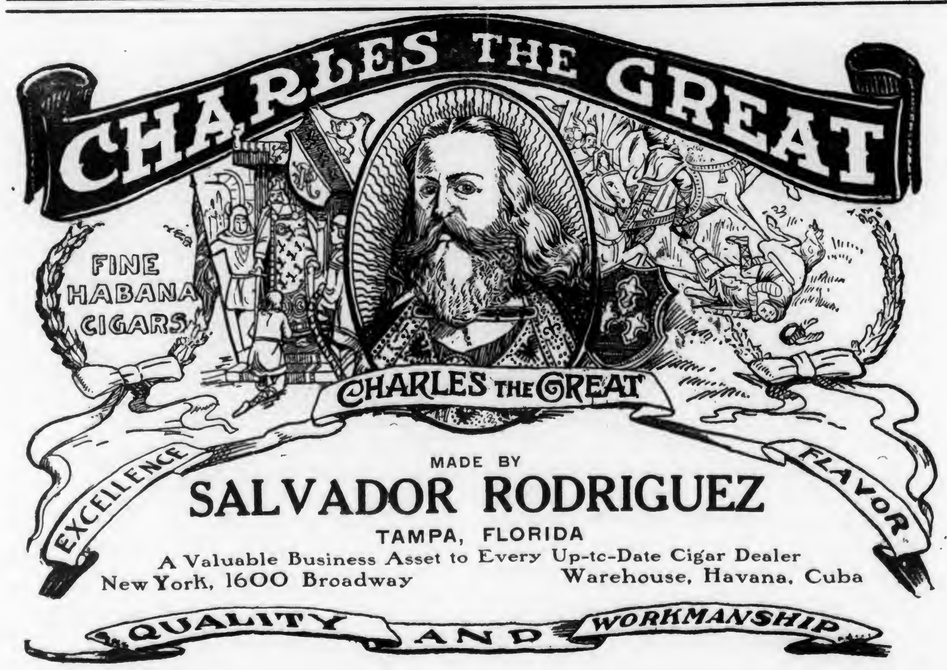

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New York, 1600 Broadway Warehouse, Havana, Cuba

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Blunt and Club, in the popular 10-top $\frac{1}{20}$-packing. Same real Portuondo quality at the right price. . . . . .

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Clear Havana Cigars

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CLEAR HAVANA CIGARS
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If perchance you do not know about "ELISARDOS"—write us, we can interest you.

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Smoking Tobacco in a New Cut

Packed in a Pocket-proof Package

1½ ounces—5 cents

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For Gentlemen of Good Taste

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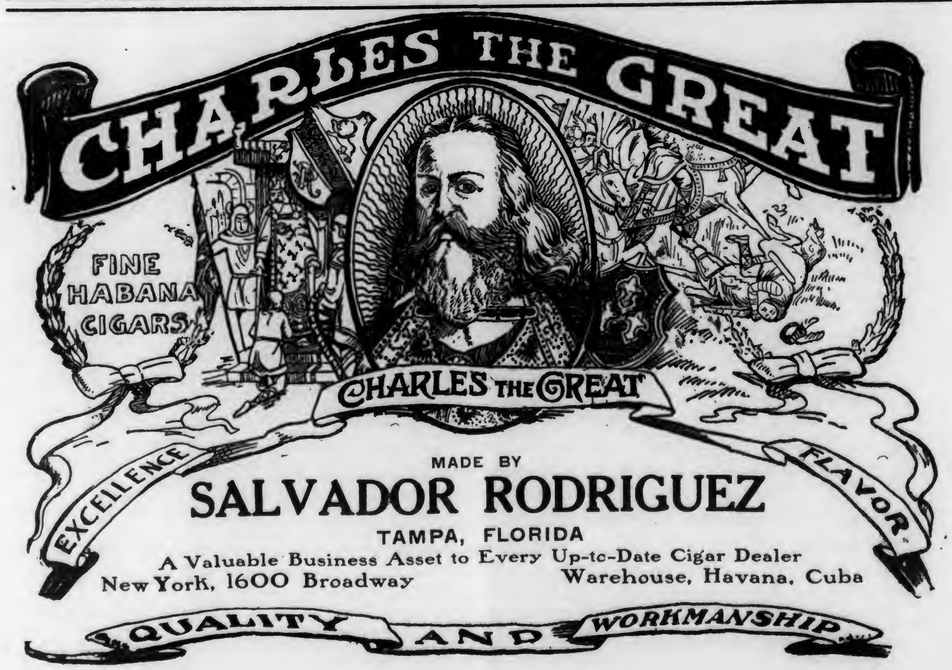

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JOHN B. THATCHER, Manager

TWO NEW SIZES

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Blunt and Club, in the popular 10-top $\frac{1}{20}$-packing. Same real Portuondo quality at the right price. . . . . .

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That Have Stood the Test

ELISARDO

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BALBIN BROS

TAMPA, FLA.

Our factory is bonded and under United States Government inspection

If perchance you do not know about "ELISARDOS"—write us, we can interest you.

BALBIN BROS., INC.

TAMPA, FLORIDA

The Original and Genuine

Central Union

Smoking Tobacco in a New Cut

Packed in a Pocket-proof Package

1½ ounces—5 cents

United States Tobacco Co.

RICHMOND, VA.

For Gentlemen of Good Taste

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CIGARS

The Deisel-Wemmer Company

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EL GENIO

Clear Havana Cigars

Made in Tampa, Fla.

P. Verplanck & Co.
263 Fourth Ave. New York

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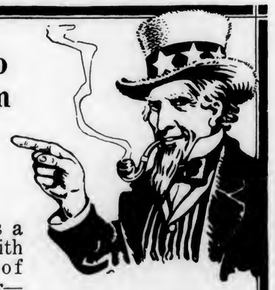

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"There's a come-back with every tin of Union Leader—a come-back for more—and another dime for you with every come-back.

"Because when a man *tastes* the fine sweet Kentucky Burley, and *sees* how big the Big Ten-Cent Tin is—why 'there's nothing to it' for him but Union Leader."

For Pipe or Cigarette

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The Cigar Without a Peer

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Over 1000 Dealers in New York During 1914 Stocked

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CLEAR HAVANA CIGARS

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Broadleaf Wrapped Havana Cigars

Real Havana Tobacco Skillfully Blended

Pre-eminent by Comparison

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Behrens & Co.

Havana, Cuba
Consulado 91-93

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always
a little better than
Havana's Best

LA DEVESA DE MURIAS HABANA

COPENHAGEN

Chewing Snuff

We guarantee Copenhagen Snuff is now and always has been absolutely pure.

It is made of the best, old, rich leaf tobacco. The Snuff Process retains the good of the tobacco and expels the bitter and acid of natural leaf tobacco, making Copenhagen the **World's Best Tobacco for Both Chewing and Snuffing.**

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A New Brand from Old Number 1.

Samples now ready for

"IGNACIA HAYA" Brand

These goods are the last word in fine cigars made from the choicest "Vuelta Abajo" tobacco, under U. S. Government bond inspection. 8 sizes only—Cigars to retail for 2 for 25c. to 25c. each.

Package and goods show quality and class in every detail.

'La Flor de Sanchez y Haya" have always been leaders in their field. Better than ever.

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MELBA

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THE cigar that is giving dealers big business everywhere.

In quality of tobacco and workmanship FLOR DE MELBAS are equal to the finest imported cigars.

A full line of MELBAS in your store is a credit to your business judgment

All sizes 3 for a quarter to 25c. straight

Place them in stock at once and watch them repeat. If your jobber cannot supply you write to us.

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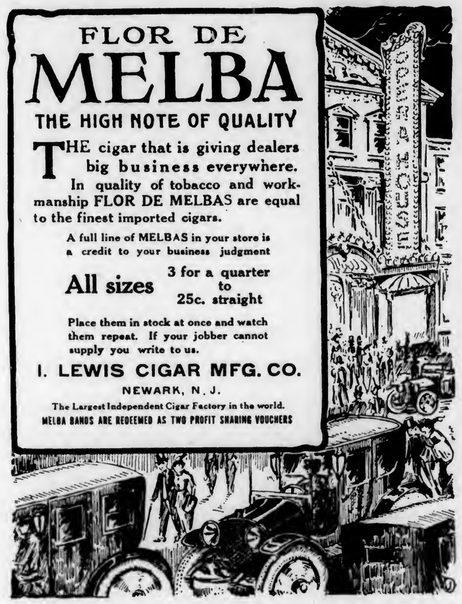
The Largest Independent Cigar Factory in the world.

MELBA BANDS ARE REDEEMED AS TWO PROFIT SHARING VOUCHERS



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FOR FORTY YEARS THE STANDARD

By Which Clear Havana Cigars Are Judged

GATO

Write for Open Territory
Factory: Key West, Fla.

New York Office: 203 W. Broadway

G. S. Nicholas & Co.

41 and 43 Beaver Street, New York

DIRECT IMPORTERS of the highest grades of Cigars manufactured by the

Independent Factories of Havana

all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

Price List Mailed Upon Request.

DIAMOND JOE MARK CIGAR FACTORY ESTABLISHED 1860

Charles Denby

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H. FENDRICH, Maker, EVANSVILLE, IND.

5c CIGAR

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"44" Cigar Co. Philadelphia

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401-405 E. 91st Street, New York

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"HAVANA RIBBON"

FIVE CENT CIGAR

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Made at our Newark, N. J., Factories

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HAND MADE - NICKEL CIGAR

We also manufacture at our several Pittsburgh factories, a very attractive and extensive line of cigars and stogies to retail at 2 for 5 cents, and 3 for 5 cents. Our leaders

"FAMOUS" and "FLAG HEADS"

Write for full information

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Key West Cigar Factory

Factory No. 413, KEY WEST, FLA.

Office and Salesroom:
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CHEWING TOBACCO

Champagne Flavor

Every leaf of ripe, golden brown tobacco used in "PIPER" is carefully selected from Nature's choicest crops, clean, sweet and mellow. Our workmen are experts at blending the richness through the plug. "PIPER" is made as carefully as a pure food—it is wholesome, healthful, satisfying tobacco.

The world-famous "Champagne Flavor" of "PIPER" has added a rich, wine-like tang to the tobacco which is supremely delicious. This wonderful flavor of "PIPER" is found in no other tobacco.

Sold by dealers everywhere in 5-cent cuts and up—also in the new Foil-Wrapped 5-cent Pocket Plug and in handy 10-cent Tin Boxes

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MAKERS

GENERAL OFFICE FACTORY WAREHOUSE
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"MILD HAVANA BLEND"

They Lead the Leaders

26 SIZES

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Ready Rolled Tobacco

Past Success Plus Present Performance

SEL.. "WHIP"

First success is hard for some people. They're too liable to rest on their oars. We Pattersons are not that kind. We have scored many national successes but we have kept right on experimenting. And now—after thirty years—we're ready to state that "Whip" is the sum-total of all tobacco goodness that Patterson genius can make it. It is the best smoking tobacco we ever made—also the mildest.

5c one-ounce tins. 10c two-ounce tins, and in handsome green pottery Patented Self-Moistening 1-lb. Humidors.

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PATTERSON BROS. TOBACCO CO., Inc.
Richmond, Va.

Also makers of "QUEED"—the big 2½ oz. ten-cent tin—a little better than most 2-oz ten-cent tobaccos. You will find it a good seller.

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The REASON:

American Sumatra Tobacco

Grown by

AMERICAN SUMATRA TOBACCO CO.,
142 Water Street, New York

Manila Brands That Are Winners *ALL FROM* **La Flor de Intal Cigar Factory**

Flor de Intal	Flor de Laninab
Flor de Caritan	Flor de Minanga
Flor de Asinga	Magallanes
Puntacima	La Union
La Honradez	El Tamarindo

These cigars are made under *Government Supervision* and are *Government Inspected.*

They are made by the Spanish Method from the choicest tobacco grown in the famous Cagayan Valley.

In *burn, aroma* and *flavor* they satisfy the most exacting smoker.

Exclusive territory can be secured on certain of these brands if jobbers will write immediately to

SIDNEY J. FREEMAN, 123 LIBERTY STREET NEW YORK CITY

UNITED STATES REPRESENTATIVE of La Flor de Intal Cigar Factory, Kuenzle & Streiff, Inc. (Owners)

MADE IN BOND

HAVANA CIGARS

Highest Quality
Best Workmanship

MADE BY

V. Guerra, Diaz & Co., Tampa, Fla.

Flor de Jeitles

CLEAR HAVANA CIGAR

5¢

JEITLES & BLUMENTHAL, Ltd.
PHILADELPHIA.

ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER
CLEAR HAVANA
CIGARS
Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.
NEW YORK CITY

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EGYPTIAN CIGARETTES

You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

GRAND DEPOTS OF M. Melachrino & Co., Inc. { London, 8 Regent St., S. W. / Capetown, South Africa } Calcutta, 10 Government Place Alexandria, Rue Chenif Pacha CAIRO, Head Office and Factory Hamburg, 18-20 Grosse Backerstrasse

AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD — PRICE LIST UPON APPLICATION

214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXV. PHILADELPHIA AND NEW YORK, AUGUST 15, 1915. No. 16.

PROHIBITION OF TOBACCO GROWTH AND SALE URGED BY NON-SMOKERS

Non-Smokers' Protective League Would Banish Tobacco—Establishment of Annual Anti-Tobacco Sunday Urged—President Called on to Prohibit Smoking in Governmental Offices

AN instance of the present reform epidemic that is sweeping over the country is shown in the recent first annual meeting of the Non-Smokers' Protective League of America, recently held in San Francisco.

This is only another instance of the present tendency on the part of a fanatical minority to dictate morals, customs and personal practices—regardless of individual convictions or preferences—for the great majority.

This latest convention is only another example of the efforts of certain fanatics to bring about through legislation or any other means, such conditions as they may deem best for the general good.

This is also but one more of the many increasing instances of banishing personal liberty and individual convictions by legislation.

WOULD PREVENT SALE AND CULTIVATION OF TOBACCO BY LAW

RESOLVED, That it is the sense of this convention that the cultivation and sale of tobacco be prohibited by law and be it further RESOLVED that we, in convention assembled, do hereby call upon Boards of Health and all legislative bodies, both national and state, to enact and enforce laws prohibiting the cultivation and sale of tobacco.

While there are a large number of fanaties who are now endeavoring to secure enactment of additional laws for spreading "dry" territory, it will be seen that this latest convention has exactly the same mission as regards tobacco.

The programme of the first annual convention of the Non-Smokers' Protective League of America was an elaborate one and carried with it the names of many speakers, including Dr. Harvey W. Wiley, whose efforts are now evidently to be turned against users of tobacco.

Possibly the best description of the object and aim of this organization is told in the set of resolutions which occupied a prominent place on the programme.

It will be seen that these anti-tobacco enthusiasts strongly favor "prohibition by law" of the cultivation and sale of tobacco, while it is also urged that the President of the United States of America "should and he is hereby requested to prohibit tobacco smoking in all governmental offices."

The resolutions speak for themselves and are as follows:

(1) RESOLVED, That each clergyman and religious and educational teacher hereby is requested to deliver at least one sermon or make one address each year in support of the work of this organization and the abolition of the tobacco evil.

(Continued on Page 18)

PRESENT RATES DISCRIMINATING, SAYS CIGAR LEAF ASSOCIATION

Possibilities of Extending War Tax Worries Trade—Deficit Reported to be Piling Up—Association's Washington Representative Files Brief With Commissioner Osborn

THE possibilities of the war tax being extended beyond December 31st does not arouse any feelings of joy in the local tobacco trade. Rumors instead, of a further increase in the tax, due to the reported daily growth of the Treasury deficit, are causing feelings of uneasiness. And meanwhile the National Cigar Leaf Tobacco Association has taken up the cudgel in regard to the present system of special taxes and asks that provisions of this Special Tax be amended to make the rate so much per million cigars manufactured instead of a blanket tax which makes the manufacturer of 6,000,000 cigars pay a rate per thousand three times as great as the manufacturer of 20,000,000 pays.

W. L. Crounse, Washington representative of the National Cigar Leaf Association, has filed the following brief with the Commissioner of Internal Revenue, urging the amendment of the law imposing special taxes on cigar manufacturers:

Hon. William H. Osborn, Commissioner of Internal Revenue, Washington, D. C.

Dear Sir:—On behalf of the National Cigar Leaf Tobacco Association I desire to bring to your attention an extraordinary condition now prevailing in the cigar manufacturing industry as the result of the system of special taxes on cigar manufacturers authorized by the so-called Emergency War Revenue Act. This condition imposes a restriction upon the output of the industry that amounts to a veritable "restraint of trade," bears unequally upon manufacturers and unquestionably deprives the Government of a large amount of revenue.

It appears to be the generally accepted view that the Emergency War Revenue Act will be continued by Congress for at least another year and it is possible that many of its provisions may be incorporated in the permanent Revenue laws. For this reason we are presenting these facts for your consideration in the hope that you may be induced thereby, at the proper time, to suggest the modification herein outlined.

In fixing the rates of special tax to be imposed on manufacturers of cigars, Congress adopted the following schedule:

Manufacturers of cigars whose annual sales do not exceed one hundred thousand cigars shall each pay $3.

Manufacturers of cigars whose annual sales exceed one hundred thousand and do not exceed two hundred thousand cigars shall each pay $6.

Manufacturers of cigars whose annual sales exceed two hundred thousand and do not exceed four hundred thousand cigars shall each pay $12.

Manufacturers of cigars whose annual sales exceed four hundred thousand and do not exceed one million cigars shall each pay $30.

Manufacturers of cigars whose annual sales exceed one million and do not exceed five million cigars shall each pay $150.

(Continued on Page 16)

The Cuban Market

From Our
Exclusive Bureau
Perseverancia No. 8

Havana, Cuba.

Havana, August 9th.

WE were not mistaken when we stated in our last report that the chances were for a continued activity on account of the many American buyers in town, and their disposition to lay in sufficient supplies for the next twelve months at least, or even longer.

The market has been more animated than ever in the preceding fortnight, and while of the new Vuelta Abajo only very little has been sold, the new Partido growth on the other hand has been more favorably judged, and buyers were willing to take all the lots which came from good sections. That Tampa must be receiving more orders must be true, because otherwise there should be no sense in cigarmakers leaving for said city, and which has been a fact lately.

From different parties we have learned that the Vuelta Abajo crop is not estimated to yield over 50,000 bales, Semi-Vuelta perhaps barely 15,000, and Partido 30,000 bales, therefore the crop of these three sections may not have produced even 100,000 bales, and what is worse still, there may not be over 25,000 bales of good, serviceable fillers for the clear Havana cigar industry. Under such conditions the old stocks of Vuelta Abajo ought to be all closed out before we may count upon the 1916 crop, and that prices have to advance materially seems to be a foregone conclusion. There ought to be a good demand also for the lighter styles of the new Remedios crop, in order to make the cheaper kind of clear Havana cigars.

It is now claimed that the yield of first and second capaduras will not be over 25 per cent. of both classes, therefore the remnants of the old crop ought to be in strong demand this coming fall and winter, as otherwise we should not have enough leaf to go around.

Our cigarette manufacturers are very busy and are buying all heavy kinds of goods which may be offered for sale, as the new Vuelta Abajo colas could not be worked without a blending of heavy Remedios grades. Prices for these goods are tending steadily upwards.

Sales during the past fortnight totaled 16,002 bales, which consisted of: Vuelta Abajo and Semi-Vuelta, 9854; Partido, 2337, and Remedios, 3811 bales.

Buyers were: Americans, 10,639; exporters to Europe (Netherlands), 100; shippers to South America, 185, and our local manufacturers of cigars and cigarettes, 5078 bales.

Exports of leaf tobacco from the port of Havana, up to the end of July, totaled 13,700 bales, and which were distributed to the following countries, viz.: To all ports of the United States, 12,228; to Canada, 279; to the Netherlands, 100; to Great Britain, 10; to Gibraltar, 5; to the Canary Islands, 35; to Oran, 1; to the Argentine Republic, 998, and to Chile, 44 bales.

We beg to mention here that the heavier shipments to the Argentine Republic were caused by one of our local commission merchants, who had bought heavily, as we supposed, for the American market, and now it seems that some eight hundred and odd bales were forwarded to the Argentine Republic instead. As we had reported the sales and purchases in our previous report, naturally we could not report them again for South America.

Receipts of Leaf Tobacco From the Country

For 3 weeks ending Aug. 5, 1915.		Since Jan. 1, 1915.	
Vuelta Abajo	14,344 bales	70,489	bales
Semi-Vuelta	1,885 "	7,516	"
Partido	2,568 "	6,572	"
Remedios	5,324 "	65,058	"
Oriente	14 "	7,906	"
Total	24,135 "	Total 157,541	"

Buyers of Leaf Tobacco That Come and Go

Arrivals—From Tampa: Faustino Lozano, of Faustino Lozano, Son & Company; Manuel Corral, of Corral, Wodiska & Company; Val M. Antuono, of Val M. Antuono.

From New York: J. B. Mancebo, of Mancebo, Miuna & Company; B. G. Davis, of B. G. Davis & Company; Jose Perez, of Marcelino Perez & Company, and Fritz Lederer, of Heinrich Neuberger.

From Chicago: Francisco Bolano, of Francisco Bolano & Company.

From St. Paul: J. Holman, of Hart & Murphy.

From Key West: A. W. Arnold, president of the Mi Favorita Cigar Company.

Returned—From New York: Rene Berndes, of J. F. Berndes & Company, of Havana.

Departures—To New York: Max Schwarz, Sol Cane, Vincent M. Planco, H. O. Day, B. G. Davis, Baldomero Fernandez, Leopoldo Mederos, Jose Fernandez, Jose Moran and Fritz Lederer.

To Tampa: Francisco Arango, Francisco R. Diaz, Jose Lovera, Jose Cosio, Thomas Morgan, R. San Martin, Val M. Antuono, Faustino Lozano, Fred Davis, Jose M. Diaz and Manuel Corral.

To Chicago: Matt Wengler and Archibald Wengler.

To St. Paul: J. Holman.

To Key West: Vivian M. Myers and A. W. Arnold.

Cigars

As per statistics of our customhouse, there has been an increase again in the exports of the month of July, although the same was only a trifle, as compared with last year. The principal falling off was caused by the decreased shipments of the Henry Clay and Bock & Company, while the independent factories have done better to a fair extent, and the total exports would have shown up considerably better, if it had not been for the shrinkage of the former concern. We understand, however, that it has seated more cigarmakers again, and which must be a conclusive proof that more orders have arrived. With the month of August we ought to receive more orders again from the United States, as the time approaches for the coming holidays.

We now submit the statistics of the exports for the month of July and the comparison with the previous period of 1914, as follows, viz.:

Exports from the port of Havana from July 1 to July 31, 1915,	10,597,715	cigars
Exports from the port of Havana from July 1 to July 31, 1914,	10,534,032	"
Increase during the month of July, 1915,	63,683	"

Increases by countries during the month of July, 1915, as compared with 1914:

Great Britain	853,259	cigars
United States	363,829	"
France	173,300	"
Denmark	142,250	"
Australia	110,825	"
Spanish Africa	99,575	"
Switzerland	50,250	"
Egypt	35,300	"
Argentine Republic	31,985	"
Canary Islands	29,300	"
Gibraltar	24,150	"
Brazil	22,122	"
Chile	14,217	"
Total	1,950,352	"

Decreases by countries during the month of July, 1915, as compared with 1914:

Germany	691,384	cigars
Canada	459,030	"
Spain	266,640	"
Mexico	151,500	"
Italy	83,500	"
Peru	81,500	"
Austria	54,000	"
Bolivia	40,000	"
Uruguay	35,000	"
Portugal	20,950	"
Total	1,883,504	"

Exports from the port of Havana from January 1 to July 31, 1914,	87,200,517	cigars
Exports from the port of Havana from January 1 to July 31, 1915,	66,131,774	"
Decrease during the first seven months of the year 1915,	21,068,743	"

The nine principal consuming countries of our cigars now show the following decreases, since the first day of January, 1915, as compared with the same period of 1914:

Germany	5,143,946	cigars
Canada	3,446,837	"
Spain	3,149,461	"
Great Britain	2,722,116	"
France	2,564,426	"
United States	2,243,657	"
Australia	1,458,645	"
Chile	480,278	"
Argentine Republic	147,964	"
Total	21,357,330	"

Partagas, Don Jose Fernandez (Maquila) left with his nephew, Don Jose Moran, for a short vacation to the United States on the 31st ulto., but of course they will not neglect to see some of the important customers that handle Partagas cigars. The factory is well supplied with orders.

Romeo y Julieta is working as strong as ever, as just in the nick of time, when its orders were thinning out, new ones of fair quantities came to hand.

H. Upmann is working with increased forces, as the calls for H. Upmann cigars have increased of late.

Por Larranaga is still doing a very satisfactory business, although not quite up to the same volume as in the month of June.

Sol and La Devesa de Murias are working steadily upon the unfilled orders on hand, and new ones are arriving quite regularly.

Leaf Tobacco

Sobrinos de A. Gonzalez were sellers of 3200 bales of leaf tobacco of all kinds during the month of July.

Fred Davis purchased in all a little over 6500 bales of Vuelta Abajo and Partido during his stay in our city, for the renowned El Sidelo factory, of Tampa and New York.

Jose Fernandez Pidal, of Menendez & Company (Parra), died on the 28th ulto., and his funeral on the following day was very largely attended by the trade and the numerous friends he had made during his lifetime.

Romeo y Julieta was awarded a gold medal at the Panama-Pacific Exposition, in San Francisco, according to a cable received from the Cuban Commissioner, General Loynaz del Castillo.

We have seen some ideal Vuelta Abajo fillers of the present crop the other day in the warehouse of Rodriguez, Menendez & Company, and the only trouble, according to Don Eugenio Lopez, is that he could not secure more than 500 bales of these styles, although he should have liked to own ten times as much, but this was an impossibility, owing to the extreme small percentage of good leaf in this year's crop.

Jose F. Rocha sold 1010 bales of Vuelta Abajo and Partido during the last two weeks.

Leslie Pantin purchased 1037 bales of leaf of all kinds for account of his customers during the last fortnight. Mr. Pantin has now his new warehouse and offices at 74 Virtudes Street, and we wish him the same success which he had previous to the fire at 142 Consulado Street.

Jose C. Puente & Company were sellers of 800 bales of Vuelta Abajo, Partido and Remedios in the past two weeks.

F. Lozano, Son & Company were buyers of 1041 bales of old, choice Vuelta Abajo fillers, as well as some new Partido leaf.

Exporters of leaf tobacco, above 200 bales, in the last two weeks were: Cuban Land & Leaf Tobacco Company, 2612 bales; J. Bernheim & Son, 538 bales; Virgilio Suarez, 2109 bales; Jose F. Rocha, 496 bales; H. Upmann & Company, 827 bales; Manuel A. Suarez & Company, 386 bales; Leslie Pantin, 826 bales; Jose Suarez & Company, 320 bales; Menendez & Company, 678 bales; Manuel Suarez, 320 bales; Maximilian Stern, 544 bales; Rodriguez, Menendez & Company, 298 bales; and Hinsdale Smith & Company, 260 bales.

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IRREGULAR PAGINATION

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CIGAR MANUFACTURERS' ASSOCIATION OF AMERICA

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No man knows what the future holds for the tobacco industry, but a wise man never waits for a storm to burst over him before seeking shelter, or an umbrella. Storms gather quickly and vent their wrath often when least expected. In such unseasonable times the careful citizen takes precautions.

Eternal Vigilance

The value of "Preparedness" needs no exemplification. It is a trite saying that coming events cast their shadows before them. The gathering shadows give their own warnings.

Puny efforts have been made from time to time to disrupt the tobacco trade, but thus far they have failed of inherent weakness. Political and social movements have threatened the prosperity of the industry on more than one occasion. Individual protests have poured forth on more than one occasion.

It would be well at this time for the trade to gaze into the crystal ball. No victories can be won by haphazard methods. The time may come when the united strength of the entire industry will be needed to preserve its prosperity, and if such an hour should be born the lack of organization might prove fatal. Is this not a suggestion worth more than passing notice at this time?

When manufacturers of staple brands complain that they find their profits falling off, that business conditions are poor, that they must give their cigars away to place them, one would do well to analyze the conditions under which the salesmen are working.

Who Makes Conditions?

It is not necessary to point out that practically every new brand has to fight for a foothold, and that liberal inducements are sometimes made to get a dealer to stock the brand. In many cases the liberal inducements wipe out the profits and the new brand disappears.

Other firms, old and established, with a desire for a greater output, figure that they can stand a temporary loss if they can place their goods. This argument is much used, but experience shows that once a man gets a cheaper price or a special inducement you will have to do business with him at the special price or lose the business.

A salesman for one firm might try to push his goods in new territory on the unusual terms, and failing, he calls on the sales manager for help. The salesman gets it and goes back to the dealer with a new proposition: "Buy so many hundred of my cigars and we will keep a fresh box on your counter for six months." He gets the order. And the next fellow has to meet it or beat it, and so on. Soon the manufacturer, finding that he cannot get his regular price, says: "Cut out that territory, it's rotten."

Another salesman, anxious to make good in new territory, calls up a jobber and says: "Say, Mr. Blank, take me around the trade today and I will give you $100 if I sell 10,000 cigars, and pay all the bills besides." The jobber answers: "You're on, meet me here in an hour."

The jobber then gets on the telephone and calls up some of his live dealers and says: "I'm coming around with a salesman in an hour or so, and for every thousand cigars you buy from him I will give you $5."

The result is that the salesman sells just 10,000 cigars, the jobber gets his $100 and he splits fifty-fifty with the dealers. In addition, the salesman spends about $50 for "entertainment."

Let us call these salesmen A and B. Along come C, D and E, and the rest of the alphabet, and 75 per cent. of them will have to meet the terms offered by A and B in order to do business.

If such conditions as these really existed, it would be only fair to assume that the people in the trade made them. Such propositions as mentioned above have been made and even beaten. To what extent this is done is problematical.

But do you really think that giving premiums and coupons is such a terrible trade evil by comparison?

M. J. Lopez & Company to Open Chicago Branch

The well-known cigar and tobacco firm of M. J. Lopez & Company, 149-153 Wooster Street, announce that they will open a branch shortly, for distribution purposes, in Chicago. The trade will be sold direct from this point from the factory. The branch will be known as M. J. Lopez & Company, Chicago, Illinois.

The branch will be under the supervision of Harry D. Young, for the past three years general manager of the cigar department of Franklin MacVeagh & Company.

Fiftieth Anniversary for M. Newmark & Company

The wholesale grocery, cigar and tobacco house of M. Newmark & Company, of Los Angeles, recently celebrated its fiftieth anniversary with a big barbeque for its several hundred employees. Music, dancing and athletic sports featured the day.

Trade Jottings

The Hernsheim Company recently opened a new branch at 2510 East Main Street, Richmond, Va.

E. M. Schwarz & Company's "Charter" cigar is reported as going big with Peckarsky Brothers, Milwaukee, Wis.

"Major Reno," the new ten-cent brand of The Holdredge Cigar Factory, Omaha, Neb., is having a successful call.

"La Mega" cigars, manufactured by V. Guerra, Diaz & Company, are being featured by the cigar department of Faxon, Williams & Faxon, Buffalo, N. Y.

It is stated that William Hamm has severed his connection with Charles J. Moye & Company, Fulton Building, Pittsburgh, Pa., and will enter the jobbing business on his own account.

The Rosenfeld-Smith Company, Portland, Ore., are jubilant over the success with which they are meeting in the distribution of the favorite "El Roi-Tan" cigar, only recently taken on by them.

"Old Dad," a five-inch seed and Havana perfecto, manufactured by William Gay & Sons, Denver Avenue, Hastings, Neb., and going to the trade at $35 per thousand, is having an excellent call.

It is announced that the B. & A. Cigar Factory, 210 Bainbridge Street, Philadelphia, will remove to larger quarters at 304 Cherry Street about September 1st. They manufacture the "Bella" cigar.

It is reported that special attention is to be devoted in the future to the distribution of "Charles Denby" cigars, manufactured by H. Fendrich, Evansville, Ind., by the Straus Cigar Company, Richmond, Va.

Excellent progress is reported by the Havana-American Company, Key West, Fla. They state that the demand for their "Magnifico de Key West" and "La Instructora" shade-grown wrapped products, is decidedly satisfactory.

Satisfaction is being expressed by Thomas Q. Atkins, of P. Pohalski & Company, New York, relative to the campaign which he brought to a successful close recently out in Denver, Col., on the company's popular "First Consul" cigar.

The McMahan & Lieb Company, Anderson, Ind., local distributors on "La Saramita" cigars, manufactured by the Shields-Wertheim Company, Cleveland, Ohio, were recently assisted in their campaign on this brand by Bert Smith, of the latter company.

Material assistance was recently rendered T. Wright & Company, jobbers, St. Louis, Mo., in their campaign on Park & Tilford's popular "Mi Favorita" cigar, by John L. McKay, of the latter company. Following the completion of his work with the Wright Company, Mr. McKay left for the North.

A "La Saramita" Display

The above photograph shows a recent display of "La Saramita" cigars which appeared in one of the windows of the store of Henry J. Zegers, the Chicago representative and distributor for this well-known brand. The Shields-Wertheim Company reports that business on "La Saramitas" is showing improvement in Mr. Zegers' territory.

Tobacco Products Has Big Cash Surplus

The Tobacco Products Corporation has a cash surplus on hand equivalent to more than dividend requirements for the next two years on the approximate $6,500,000 7 per cent. cumulative preferred stock. It is estimated that by January 1st next cash on hand will be large enough to take care of the preferred dividend for the years 1916, 1917 and 1918.

When the Tobacco Products Corporation was formed it was decided that no dividend would be paid on the common until the surplus was equal to three years' dividend on the preferred. In other words, a dividend on the common stock may be expected some time in the first half of 1916.

When the Melachrino Company was taken into the Tobacco Products combination, it was estimated that its earnings would be at the rate of approximately $300,000 a year. In the first half of this year, Melachrino net amounted to $330,000, or $30,000 above the estimates for a full year's earnings.

It is probable that the Melachrino Company's net alone this year will be at least $300,000 above the entire preferred dividend requirements of the holding company, the Tobacco Products Corporation. This means that the entire earnings of the other four operating companies together, with this $300,000, will be devoted to surplus.

Sales of the Melachrino Company, in June and July, ran 20 per cent. ahead of last year.

Tobacco Products Corporation continues the retirement of the preferred stock. While there was approximately $7,000,000 of the preferred issue outstanding at the start of this year, this has now been reduced to close to $6,500,000. The original issue was $10,000,000. It is the intention of the directors to continue the retirement of the preferred issue indefinitely, so that ultimately all earnings will go to the common shares.—"Wall Street Journal."

PTESENT RATES DISCRIMINATING, SAYS CIGAR LEAF ASSOCIATION

(Continued from Page 11)

Manufacturers of cigars whose annual sales exceed five million and do not exceed twenty million cigars shall each pay $600.

Manufacturers of cigars whose annual sales exceed twenty million and do not exceed forty million cigars shall each pay $1200.

Manufacturers of cigars whose annual sales exceed forty million cigars shall pay $2196.

It was further provided in the act that these taxes should be based upon the output of each tax payer for the preceding year.

Inasmuch as this special tax must be added to the cost of doing business, cigar manufacturers must necessarily prorate it over their annual output as an increased expense per thousand of their product. An examination of the schedule shows that manufacturers producing exactly 100,000 or exactly 200,000 or exactly 400,000 or exactly 1,000,000 or exactly 5,000,000 or exactly 20,000,000 or exactly 40,000,000 cigars are called upon to pay a special tax equivalent to three cents per thousand in addition to the stamp tax of $3 per thousand on cigars weighing more than three pounds. It further shows, however, that this rate of three cents per thousand—a rate which our trade has patriotically accepted without a murmur and against which no protest is here made—applies only to the exact quantities just specified, but varies from that rate to as high as ten cents per thousand upon other quantities, according to the number actually produced. To make this point clear I subjoin here a table showing the rate per thousand which manufacturers must pay on their output according to whether they produce annually 1,000,000 or any multiple thereof up to 20,000,000.

Table showing the rate per thousand equivalent to the special taxes levied on cigars under the Emergency War Revenue Act:

Production.	Special Tax.	Rate Per M.
1,000,000	$ 30	3 cents
2,000,000	150	7.5
3,000,000	150	5
4,000,000	150	3.75
5,000,000	150	3
6,000,000	600	10
7,000,000	600	8.8
8,000,000	600	7.5
9,000,000	600	6.6
10,000,000	600	6
11,000,000	600	6
12,000,000	600	5.4
13,000,000	600	4.6
14,000,000	600	4.2
15,000,000	600	4
16,000,000	600	3.7
17,000,000	600	3.5
18,000,000	600	3.3
19,000,000	600	3.1
20,000,000	600	3

Now, let us suppose a manufacturer who has made 1,000,000 cigars during the year desires to make an extra thousand before closing his books on June 30th. If he does so he thereby increases his special tax for the coming year from $30 to $150; in other words, that single thousand of extra production will cost him $120, or more than four times the selling price of the average cigar and fully forty times the regular Internal Revenue tax thereon.

If he desires to make an extra one hundred thousand he must pay special tax thereon at the rate of $1.20 per thousand, which is more than half the profit on nickel goods today.

Now, let us take the case of a manufacturer who has made 5,000,000 cigars up to the middle of June in any one fiscal year. If he makes an extra thousand over that limit he thereby increases his special tax liability for the coming year $150, or about sixteen times the market value of the average goods.

Even if he makes an extra one hundred thousand he must pay special tax on that quantity equal to $4.50 per thousand, or more than twice the profit on the product.

Should he exceed the limit a full million, the extra tax on that excess will be at the rate of 45 cents per thousand, or about one-fourth his profit, while his big competitor who makes 20,000,000 cigars will pay only three cents per thousand on his entire output, including the extras over 5,000,000.

It is not necessary to further ring the changes on this schedule. It will be seen that its application is irregular, illogical, and most unfair, especially to the comparatively small manufacturer who is deprived of all inducement to increase his output and who in fact is restrained by an absolutely prohibitory penalty.

The most glaring defect in the schedule as adopted by Congress is the use of the extraordinary "spread" or "bracket" which groups together all manufacturers making in excess of 5,000,000 cigars but not to exceed 20,000,000 cigars. That this was an inadvertence on the part of Congress appears almost certain and the best evidence that it was an oversight is found in the fact the schedule of special taxes applicable to manufacturers of tobacco provides an additional bracket for those producing 10,000,000 pounds which is inserted between the 5,000,000 and 20,000,000 brackets.

We take it for granted that the Government does not intend to impose any artificial restriction upon the output of the cigar industry. We know that it is not the desire of the Internal Revenue Bureau to continue in force a provision of law framed for the express purpose of increasing the revenues of the Government, but which in practical operation reduces the possible collections thereunder. Yet this is exactly the result that will follow the further retention of the schedule under discussion. The Internal Revenue Bureau may not regard it as a matter of public importance that a manufacturer who has produced 5,000,000 cigars can not afford to make an extra million because such increase in production would mulct him in a prohibitory increase of 45 cents per thousand on his output, but it certainly can not view with equanimity the decision of the manufacturer to forego making the extra million when such decision represents a loss to the revenues of $3000 in the stamp tax on cigars.

After careful consideration of this important matter, which has received our continuous attention since the last annual convention of the National Cigar Leaf Tobacco Association early in May of this year, at which the appended resolutions were adopted, we have become convinced that the solution of this problem is the adoption of a schedule of special taxes based, like that now in force, on production, but graduated (above million limit) by the million, instead of in accordance with the brackets of the Emergency War Revenue Act. If Congress will amend the existing law so as to provide the equivalent of a flat rate of $30 per million on the output of cigars in excess of 1,000,000 it will at once remove all restrictions on production now existing; and manufacturers, having no longer any fear of incurring penalties, will push their product to the limit of their ability to sell it.

New Yahn & McDonnell Store Opens August 19th

YAHN & McDONNELL announce that the formal opening for their new store in the Widener Building will take place on Thursday, August 19th. Several thousand engraved announcement cards have been mailed, and an attractive collection of souvenirs will be presented on opening day.

The new store will be under the direction of Charles E. Waters, and those associated with him will be Charles H. Bond, Jr., Edgar G. Dunlap and George Lewis, all men of wide experience and residents of this city.

The fixtures of the new store are mahogany and French plate glass, and the wall cases are lined with aluminum, and the large humidor is French plate glass and Italian marble.

There is one entrance on Chestnut Street and two from the Arcade, also one window on Chestnut Street and two in the Arcade, which will afford excellent opportunity for displaying the several lines which Yahn & McDonnell control in this city.

The office will be located on the balcony in the rear, which extends almost the entire width of the store.

Demand for "Bold" Cigars is Tremendous

In the history of the five-cent cigar business no growth is more phenomenal than that of the "Bold" cigar, manufactured by Bobrow Brothers, who now find themselves unable to supply the tremendous number of orders that are piling in upon them. The factories are working to capacity and every human effort is being made to relieve the situation which they now face.

It is understood that new factories will be opened this month which will enable them to take adequate care of the present oversold condition. It is stated that by September the firm expects to have the trade fully supplied with "Bolds." Steps will also be taken at this time to guard against any such condition in the future.

"Newco" and "Bella Mundo" Selling Well

"Newco" and "Bella Mundo," the popular nickel brands manufactured by Neumann & Mayer of this city, are keeping the factory busy. Orders for these goods show a steady increase. They are packed in wooden boxes as well as in tins, the latter packing having the call in the Middle West.

"El Tello," the well-known ten-cent brand, continues its popularity and the sales on this cigar show a gratifying improvement.

George W. Bremer

GEORGE WASHINGTON BREMER, a well-known member of the tobacco trade, and a widely known German American citizen, died recently at Galen Hall, Wernersville, Pa. He had been ill with pneumonia.

Mr. Bremer, who was eighty-one years old, entered the tobacco business as a young man and for forty-five years was head of the leaf tobacco firm of Lewis Bremer Sons, 322 North Third Street. He retired from business activity in 1894.

The deceased was a member of the Union League, a director of the German Hospital and vice-president of the Pennsylvania Society for the Prevention of Cruelty to Animals. He was also a member of St. Mark's Lutheran Church, Thirteenth and Spring Garden Streets, and of the Columbia Lodge, No. 91, F. and A. M.

A widow, two daughters, Mrs. Katherine B. Maxneir and Mrs. Gertrude B. West; three sons, George W. Bremer, Jr., Walter T. Bremer and E. Albert Bremer, survive.

William R. Bullock Back From Seattle Trip

William R. Bullock, head of the cigar department of Mitchell, Fletcher & Company's store at Twelfth and Chestnut Streets, has returned from a four-weeks' visit throughout the West and Pacific Coast.

Mr. Bullock left Philadelphia on July 5th in company with the Shriners who attended the conclave at Seattle, Wash. The first stop en route was St. Paul, Minn. From St. Paul Mr. Bullock, who was accompanied by his wife and daughter, traveled to Winnipeg, Canada, stopping at Moose Jaw, Medicine Hat, the Indian reservation at Morely, Regina, Calgary and Banff.

At the conclusion of the Shriners' conclave, the Panama-Pacific Exposition at San Francisco and the Exposition at San Diego were visited. The homeward trip included Yellowstone Park, Salt Lake City, Glenwood Springs, through the Royal Gorge to Colorado Springs, Denver, Omaha, Des Moines and Chicago.

"44" Cigars Making a Hit on the Coast

"44" cigars, sold everywhere, are in demand on the Pacific Coast in increasing quantities, according to Glaser Brothers, of San Francisco. The quality standard which has been emphasized in the cigar and in the firm's advertising, is bringing results which are keeping the factories working to capacity. Smokers are learning to buy by the quality standard.

PROHIBITION OF TOBACCO GROWTH AND SALE URGED BY NON-SMOKERS

(Continued from Page 11)

(2) RESOLVED, That this convention strongly urges the establishment of the third Sunday in April of each year as "Anti-Tobacco Sunday," as a means of creating and influencing public sentiment and opinion against the use of tobacco, especially in public places, in the interest of the health, comfort and welfare of the people of the world.

(3) RESOLVED, That it is the sense of this convention that the President of the United States of America should and he is hereby requested to prohibit tobacco smoking in all governmental offices.

(4) It being an established scientific fact that tobacco and tobacco smoke are destructive of animal life and detrimental to the moral, mental and physical welfare of the human race, and against the highest interests of the people, it is RESOLVED, That it is the sense of this convention that the cultivation and sale of tobacco be prohibited by law and be it further RESOLVED that we, in convention assembled, do hereby call upon Boards of Health and all legislative bodies, both national and state, to enact and enforce laws prohibiting the cultivation and sale of tobacco.

(5) RESOLVED, That tobacco smoking be prohibited by law, in private and public places, where others are compelled to inhale the atmosphere thus polluted.

Very interesting articles in the creed of this incorporated Anti-Tobacco League are also included in the following:

Declaration

First: That the right of every person to breathe and enjoy fresh and pure air, uncontaminated by unhealthful or disagreeable odors and fumes, is one of the "inalienable rights" guaranteed by the Declaration of Independence and the constitutions and laws of the land.

Second: That tobacco smoking in public and semi-public places is a direct and positive invasion of this right; that it is dangerous to public health and comfort, offensive and annoying to individuals, and an intolerable evil in itself.

Objects

1. Enforcements of laws, ordinances, rules and regulations prohibiting tobacco smoking in all public and semi-public places.

2. To secure enactment of additional laws, etc., necessary for such purpose, or to so restrict that only those who may indulge the habit will be required to inhale tobacco fumes.

3. Creation of wholesome opinion. Encouraging individuals whose rights and comfort may be disregarded by tobacco users, to insist upon proper respect for such rights, and to protect the same from invasion, to the fullest extent guaranteed by the constitution and laws of the land.

4. To establish branches and auxiliary organizations, also educational departments; publishing and distributing literature and maintaining lecture bureaus.

Typical of all other "anti" movements, the programme of the Non-Smokers' Protective League of America carries with it a membership blank with the usual appeal for funds for carrying on this work which is so characteristic of all enterprises of this same nature.

Interesting Tobacco Statistics

The United States spends $700,000,000 every year on Lady Nicotine, it is estimated—more than any other nation in the world, says the "Kansas City Star."

And the fondness for her still is on the increase, judging from the statistics of production, which show remarkable and in some cases phenomenal increases in the last decade. Few other industries have made such rapid strides in the last ten years as the tobacco industry. Even the European war made only slight inroads on the tobacco business in the last year, large cigars, manufactured tobacco and snuff showing slight increases over the year 1913. Other branches showed increases.

The $700,000,000 spent on tobacco each year is divided as follows:

Cigars,	$446,000,000
Cigarettes,	73,000,000
Smoking and chewing tobacco,	157,000,000
Snuff,	24,000,000

Five times as many cigarettes are now consumed in the United States as compared with ten or fifteen years ago, when the tobacco trust began extensive advertising campaigns. Ten years ago we smoked something like 3,000,000,000 cigarettes. Now we smoke more than 16,000,000,000 a year. Nor are cigarettes taking the place of pipe or tobacco—they are simply increasing the consumption of the weed by that much.

In the last ten years the production of cigarettes increased 450 per cent.

Although the United States spends only one-third as much for smoking and chewing tobacco as for cigars, the annual expenditure amounts to as much as the government appropriations for pensions. The increase in the production of cigars has not been as rapid comparatively as the increase in cigarettes, nor as steady.

Plug tobacco is just about holding its own, the consumption having increased only 1,000,000 pounds in the last ten years. The consumption of twist tobacco increased 75 per cent. and fine-cut tobacco decreased 1,000,000 pounds in ten years.

Duke Closes Somerville Estate to Public

James B. Duke, millionaire tobacco man, has closed his 2000-acre park at Somerville, N. J., to the public. Up to now this beautiful park has been open on Tuesdays and Fridays to visitors, who could drive at will over the miles of gravelled roads. But Mr. Duke got so annoyed at the constant depredations that he has ordered the gates closed. A few days ago an automobile party from Richmond, Pa., entered the park with 180 cars. The visitors stopped their cars in front of the Duke home and proceeded to picnic on the lawn, despite the signs of "Private" and "Keep Off the Grass." They left the lawn strewn with lunch boxes and empty bottles.

American Tobacco Company Salesmen Meet

Twenty salesmen of the American Tobacco Company met last week in a conference at the Hotel Emerson in Baltimore. Vice-president B. B. Hampton presided. The salesmen came from all parts of the United States. The conference was for the purpose of getting a review of the territories covered by the respective salesmen in regard to present conditions. Favorable reports were made.

Rochester Tobacco Firm Bankrupt

A voluntary petition in bankruptcy was filed recently by Abe Rubin and Julian Hurwitz, of Rochester, doing business as Rubin & Hurwitz. Liabilities were given as $333.20 and assets of $126.

Chicago

Grommes & Elson Have Busy Factory—J. B. Moos & Company Boosting "Chancellor" Brand—Best & Russell Campaigning for "Sanchez y Haya" Cigars —"Roig's" Cigar Has Heavy Call in Nickel Goods

Chicago, August 12th.

DURING the past two weeks general conditions in the cigar and tobacco trade of the city have displayed a great deal of improvement. The settlement of all trouble in the building trades has led to a wider demand on the part of users of tobacco.

John B. Grommes, of Grommes & Elson, manufacturers of "Ben Bey" and other famous brands at 1718 North Robey Avenue, is spending his vacation at Spirits Lake, Minn. Mr. Grommes announced when he left that he would bury himself in the woods for about a month and forget all about business. According to his partner, N. Elson, he has succeeded in doing this in a very efficient manner. He is spending the time in hunting and fishing. The factory is very busy at the present time, and could have a much larger force of cigarmakers employed, as there have been orders ahead since last July. However, following the well-known policy of the firm to make a limited number of cigars well rather than a large number with a view to output rather than workmanship, the company is not making any special sales effort just at this time.

The J. & B. Moos Company, distributors, at 221 East Randolph Street, are making a special effort just at the present time on "La Preferencia" and "Chancellor" cigars, two of the leaders of the company. The city salesmen are covering the field. H. Rieser, vice-president of the company, is spending his vacation in the woods of Northern Michigan. Mr. Rieser is visiting the several well-known resorts on the peninsula. He expects to be gone for several weeks.

Francisco Bolano, the leaf tobacco man, 187 North Clark Street, left last week for Cuba, where he will buy stock. Mr. Bolano is expected back in the city in the course of a few days, as he does not intend to make a long trip.

Best & Russell, the well-known distributors of this city, are making another hard drive on some of their leading brands just at present. "Sanchez y Haya," "Robert Burns," and in the five-cent line "Owl" brand are receiving the greatest amount of attention from the salesmen. The advertising campaign which was started early in the summer on the "Owl" brand has been one of the most successful ever launched by any cigar house in the city.

The National Cigar Store, 38 South Dearborn Street, is now featuring through window and interior displays a number of the leading brands of cigars, as well as smokers' articles. Business for the past two weeks is reported very satisfactory.

"Roig's" is one of the five-cent cigars which seems to be enjoying a heavy run of public favor just at present. Chicago is one of the cities noted for poor five-cent cigars, but now and then a brand comes along retailing for five cents which is really first-class. "Roig's" is an instance. The cigar is kept on top of the show case in many restaurants, and seems to be particularly strong on the south side of the city.

A. Hussey & Company, of this city, now have in stock some fine samples of binders, which they are making a special effort to get out in the trade. The binder problem is something which has a great deal to do with the proper burn of a cigar and at the same time is not given the proper amount of attention by the average manufacturer.

G. W. W.

Cincinnati

"Cuesta-Rey" Cigars Featured at Straus Brothers—Revenue Collections Show Marked Improvement—"Omar" Cigarettes in Round Boxes Appear

Cincinnati, Ohio, August 10th.

THE revenue collections this past month have been exceedingly gratifying and show an increase of about 7 per cent. over the same month last year. Large cigars, however, fell off about 1 per cent. over the mark of July, 1914.

Straus Brothers have a fine display of "Cuesta-Rey" cigars in the window of their store on East Sixth Street. It is one of the best seen in the city. A. L. Cuesta, of the firm, arrived recently for a brief visit.

The National Co-operative Grocery Company is scheduled for its formal opening, August 16th. More than 150 members of the grocery trade here are claimed as stockholders of this new company. The fact that houses in this line are becoming large outlets for cigars and tobacco gives this organization some interest to the tobacco trade.

M. Ibold, the well-known cigar manufacturer, has returned home after a trip to the Panama-Pacific Exposition at San Francisco.

"Omar" cigarettes in round packings of 100 each are appearing among the trade. This package sells to the consumer for 75 cents. It looks as if it would prove a popular one. R. N. Loomis, of Cleveland, was in town recently looking after the distribution of the brand.

Straus Brothers & Company are having a steady call for the "In-B-Tween" cigar, made by Kraus & Company, of Baltimore.

Sam Hirsch's store at 405 Vine Street has been featuring the "Admiration" cigar, which is proving a big seller. Adolph Stark, chief clerk of the store, forsook bachelorhood on the 7th and was married.

Reports indicate that the business on "San Felice" is steadily growing and that the factories are working to capacity to supply orders. The Deisel-Wemmer Company manufacture this brand.

The Liggett & Myers Tobacco Company are putting a lot of work behind "Recruits" in this section. These little cigars seem to grow in popularity and the manufacturers are making every effort to boost the brand back into its old-time popularity.

Sam Straus, of the firm of Straus Brothers & Company, is enjoying a brief vacation in Canada.

Phil Jacobs, representing the Neumann & Mayer firm, of Philadelphia, was a recent visitor. He found the trade favorable to the "El Tello" and "Bella Mundo" brands with which the manufacturers are having much success.

Henry Straus now has fifteen sizes of the "Perfecto Garcia" cigar. The latest acquisition is a size known as Lords.

Jobbers are generally optimistic and look forward to a big fall business. Trade has been fair thus far and it shows a gradual increase that promises better business right along.

Itan.

New Representative for Manhattan Briar Pipe Company

I. Mendelson, who for a number of years has had charge of the pipe department of Horn & Company, San Francisco, has recently been appointed representative for the Manhattan Briar Pipe Company in that territory. The city headquarters of Mr. Mendelson will be Horn & Company.

NETHERLANDS TOBACCO MARKET

Decline in Rates of Exchange Disappointing—Increase in Use of Cigarettes Calls for Special Attention

THE tobacco dealers of the Netherlands faced difficulties as a result of the war. Great anxiety was felt on account of the large amounts of money outstanding in Germany and Belgium; and whereas, on the one hand, bills of exchange were returned to drawers unpaid from every side, on the other hand, a great tightness in the money market made conditions still worse. Another disagreeable and unexpected feature was the great drop in rates of exchange. Invoices made out in Dutch currency were usually met in marks at the rate of 58 Dutch cents to a mark; but this rate soon dropped to about 52 Dutch cents to a mark, meaning a loss of 10 per cent. to the buyers.

At the beginning of the war the idea was prevalent that the drop in rates would only be temporary, in consequence of which the settlement of many accounts was postponed for some months; but this idea was not realized. Instead of advancing, the rates continued to decline, causing many disappointments. At last it was agreed upon by most parties to fix every week a certain rate at which bills were to be paid, and it is hoped that this course will put an end to many difficulties.

Several cigar and tobacco manufacturers were obliged to close their factories on account of a lack of demand. An improvement took place, however, the latter part of October, when financial conditions became better and the consumption of tobacco increased. Army wants and the reopening of exports to Belgium resulted in a general revival of business. Dealers and importers who had the patience to wait until December before bringing their stocks on the market profited to a great extent from this revival.

The Sumatra crop amounted to 251,689 packages. The total imports of this tobacco into the Netherlands amounted to 227,662 packages, of which 25,798 arrived at Rotterdam. The price at the sales prior to August reached $0.61 per 1.1 pounds, while the whole crop averaged $0.51, as against $0.55 in 1913. The total proceeds amounted to $20,000,000. It is estimated that the 1914 crop, to be marketed in 1915, will amount to 236,000 packages, of which none have arrived as yet.

The total Java crop of 1913 amounted to 587,000 packages, being 106,000 packages short of the previous crop. The average price was $0.09 per 1.1 pounds, as against $0.10 the previous year. The total proceeds amounted to $9,280,000.

The quantity and price of Borneo tobacco were also unfavorable, as compared with 1913, viz., 14,026 packages against 18,609 packages and $0.27 against $0.30 per 1.1 pounds, respectively. The total proceeds amounted to $600,000.

Good business resulted in 1914 in Manila tobacco, and important arrivals from Cagayan and Isabella found a good market.

Only small parcels of Mexican tobacco arrived, which were sold at a good price.

Forty packages of Havana seed tobacco arrived at Rotterdam in May and were quickly disposed of, as a result of which an additional lot of 1000 packages was imported and sold at three sales in a rising market. There arrived in December 1500 packages of ordinary Paraguay tobacco, and although the quality was poor the existing demand made ready sales at fair prices.

The Kentucky and Virginia tobacco arrivals passed into the hands of the dealers and factories without publicity. Of more importance is the Maryland tobacco. Last year's crop was bad and gave little satisfaction. The Dutch merchants were rather pleased to learn that when the new crop came on the market at Baltimore the absence of demand from France (on account of the war) depressed the prices and gave them an opportunity of making their purchases at a good advantage. The difficulties of financing and shipping, however, as well as the high freights and war-insurance rates, interfered to a great extent, but later the buyers for the French Regie reappeared in the market, causing prices to advance.

The increasing use of cigarettes is again one of the main facts calling for special attention. For Germany the records for 1913 show an increase in the consumption of 1400 million, and for America from July 1, 1913, to June 30, 1914, the increase is reported to be 2700 million. The demand exceeded the offers throughout, in consequence of which prices reached an exceptionally high figure.—"Commerce Reports."

Trade Jottings

W. B. Carlton, president of the Capital City Tobacco Company, of Atlanta, Ga., was a recent visitor in New York.

Louis Grunthal, cigar and tobacco distributor, Jacksonville, Fla., is reported to be discontinuing business.

Excellent business on the "Tuval" cigar, manufactured by Marcelino Perez & Company, New York, N. Y., is reported by the company.

Excellent business on "Charles the Great" cigars, manufactured by Salvador Rodriguez, is reported by W. B. Elam, of Richmond, Va.

Good business on "Optimates" cigars, manufactured by Justin Seubert, Incorporated, are reported by Oberholtz & Poinsett, Kansas City, Mo.

Samuel Abend, a retail tobacconist at 108 Lenox Avenue, Manhattan, has filed a petition in bankruptcy with liabilities of $3271 and assets of $340.

The Minneapolis Drug Company, Minneapolis, Minn., report good distributing on the popular "F. Lozano" cigar, manufactured by F. Lozano, Son & Company, Tampa, Fla.

Patterson Brothers Tobacco Company announce the appointment of Ben Ginn to cover their territory in and around Indianapolis, Ind. Mr. Ginn was formerly identified with the O. H. Dailey Company.

An aggressive campaign on "New Bachelor" cigars, manufactured by T. J. Dunn & Company, is now being conducted by the William A. Stickney Cigar Company, St. Louis, Mo., local distributor for the brand.

Roger G. Sullivan, Manchester, N. H., manufacturer of the decidedly popular "7-20-4" cigar, states that his factory is being kept going at its full capacity in order to supply the numerous incoming demands on the brand.

"La Integridad," "Julia Marlowe," "First Consul," "Corina," "Charles the Great," "Bouquet de la Ada," "Perfecto Garcia," "Tuval," "Gerona," "San Felice," "El Verso" and "En Boga" are among the brands carried by the cigar stand in the C. A. C. Building, Cleveland, Ohio, in charge of Louis Klein.

"The Buying End of Cigars"

OCCASIONALLY we find a cigar dealer who is in business apparently for a pastime, for something to take up his time, to be in a place where he can have an office and jolly with his friends. He does not really have to be in business and doesn't care particularly how much profit the business returns him. We all envy that chap.

Most of us today watch the selling end of the business carefully, planning sales, devising selling schemes, judicious advertising and bettering the store service and equipment. But how about the BUYING END of it? Do most dealers give enough time and consideration to this most important part of the business?

I have had salesmen tell me that in many cases they really felt guilty to take an order as given to them, and that they even sometimes suggest going more carefully through the stock to see if they cannot proportion the order better as to sizes, etc. The salesman and the cigar or cigarette manufacturer, or the jobber, want the merchant to sell what he buys. They do not want to see the retailer with a lot of their stuff that they must sell at a loss in order to close it out; they want to see their goods sold at a profit so that the next time their salesman comes to them, he is met with a smile, not a grouch. So I say again, Mr. Retailer, use more care in the buying end.

Buying might well be divided into two essential parts:

First, Selecting the right brands.

Second, Buying the right proportion of sizes and the proper number.

In reference to the first part, a dealer should buy brands that are well known, that have merit, and usually this includes the well-advertised brands. I firmly believe in pushing advertised brands.

I often have heard it said by some salesman, "No, we don't spend a cent on advertising either in the newspapers or the trade journals, as we sell our goods on their merits." It isn't long before the makers of his brand are either bankrupt or have changed their ideas and are buying advertising space in both mediums. Show me today a single big seller, whether it is cigars, cigarettes, smoking tobacco, or in any other line that has been made a big success without the aid of advertising. Possibly there may be a few here and there, but you'll find that 98 per cent. of them are well advertised. There was a time that you could advertise anything in the cigar line and sell it, but the brands that are permanent sellers today are those that have merit to them. So again, I say, Mr. Dealer, get brands that are WELL KNOWN and that HAVE MERIT.

As to the second part, you must study your trade; many times by taking a size that you have never had before, showing it to the customer, you can work up a good sale on it. I have known any number of dealers that have taken the club shape and the triangular size, as a trial, and made them their biggest sellers. As to the number, be conservative; go easy; don't buy beyond your means, and then spoil your credit by being slow pay. The manufacturer would much prefer a small order and the bill promptly paid, than a large order with slow pay. So it behooves every dealer to buy carefully, and to keep his credit good. Whether it is a five-cent cigar, ten-cent or twenty-five-cent cigar, give your customers the very best you can for the money. They are the people who help you make your living; stand by them; don't always figure how cheap you can buy cigars and then give your customers the short end.

Al U. Thornburg.

PHILADELPHIA MANUFACTURERS PROTEST

File Brief Against Proposed Increase in Rates on Leaf Tobacco—Argument Laid Before Interstate Commerce Commission

THE Industrial Traffic Association of Philadelphia, in behalf of cigar manufacturers of this city, have recently filed with the Interstate Commerce Commission a brief protesting against the proposal to increase the less-than-carload rating on leaf tobacco from fourth class to third class, as stated in Supplement No. 9 to Official Classification No. 42.

In the brief a history of leaf tobacco with a relation to its traffic is set forth together with the testimony of Harry Dietsch, of Otto Eisenlohr & Brothers, and Harvey L. Hirst, of Bayuk Brothers, at the hearing.

The brief requests the Commission to make certain findings and states that if the Commission should find that an increase in the rating on leaf tobacco in hogsheads has been justified that separate consideration be given to leaf tobacco in cases.

Some of the "Requests for Findings of Fact" follow:

That these protestant cigar manufacturers have established at great cost to them sweating plants at points other than the point of manufacture of cigars and that this was done in view of the any quantity rating on leaf tobacco then in effect.

That to abolish the any quantity rating would be to destroy any advantages which should accrue to these protestant manufacturers by reason of the present location of their sweating plants and plants for the manufacture of cigars.

That these protestant manufacturers have at great expense to themselves advertised certain brands of cigars which are known as a certain size and wholesale and retail at a certain fixed price, and any attempt to either increase the price of the cigar or decrease the size would have the effect of destroying the results of this advertising.

That these protestant manufacturers pay the freight in every case, both on the initial and all subsequent hauls of both the leaf tobacco and the manufactured product.

That this proposed increase, which approximates 42 per cent., on account of the inability of the cigar manufacturers to pass it on to the consumer, would come directly out of their pockets.

That the various types of tobacco grown are by reason of custom shipped in hogsheads or cases according to the prevailing custom in the particular territory in which the tobacco is grown.

That there are no transportation reasons why leaf tobacco of the manufacturing types could not be shipped satisfactorily in cases.

That the case is a far superior package to the hogshead for handling leaf tobacco from every transportation standpoint.

That if this Commission should decide to abolish the any quantity rating on leaf tobacco a separation should be made between leaf tobacco shipped in cases and leaf tobacco shipped in hogsheads and a carload minimum and rating provided for leaf tobacco in cases which would be more nearly in line with the advantages secured to the carriers by reason of the higher physical loading of the car and the greater density of the commodity.

That if this Commission should decide to abolish the any quantity rating and establish a difference in rating between leaf tobacco shipped in cases and in hogsheads, a reasonable rating for the case tobacco would be less than carload fourth class, carload 30,000 pounds minimum fifth class.

Cleveland

Retail Trade Showing a Decided Increase—Polster's Opening Talk of the Town—Leverence Booked Some Fine "La Saramita" Orders

Cleveland, Ohio, August 13th.

E. S. POLSTER, of the Euclid-Fifty-fifth Street district, or better known as the "Heart of Cleveland," has opened one of the most artistic and complete billiard parlors and bowling alleys in the city. There is nothing in the way of comfort and convenience that has been overlooked. Mr. Polster deserves a world of credit for his latest undertaking. The cigar department is one of the most complete to be found anywhere. Among the popular brands to be found there are "Ruy Lopez," "Aplomo," "La Saramita," "Garcia & Vega," "Lucella," and Neumann & Mayer's "La Invencia."

Harry Halper, of the Ohio Stogie Company, reports that he is way behind on shipments for the famous "Uncle Joe" stogie.

One of the big changes of the week in the retail business was the purchase of the Federal Cigar Store on East Sixth Street by Paul Shreiner. Mr. Shreiner is one of the most popular men in town, having been in politics for a number of years. His last office was County Recorder. His hosts of friends make his new store a daily stopping place and all predict a big future for him in this new venture.

Charles Honecker, the popular West Side druggist, has just returned from a successful fishing trip from the Islands. Mr. Honecker reports the fish were biting good because he had plenty of "La Saramitas" with him, and they proved excellent bait.

G. Fred Lorblein, the genial West Twenty-fifth Street cigar merchant, reports business very good, and as Fred states, he can't understand why others complain about business being bad.

Smiling James Smethurst, corner West Twenty-fifth and Clark, reports business improving on the corners in the new location.

William Ruess, the popular druggist at Barber and West Twenty-fifth, is more popular than ever; he is showing the boys a good time at Canton, Ohio, this week while on his vacation.

Jack Rosen, manager of the Weideman Company's pipe department, just returned from a trip through the State and found business far beyond his expectations.

J. C. Leverence, of the Shields-Wertheim Company, has just returned from an extended Western trip, where he booked some fine orders for the well-known "La Saramita" brand and also for the new "La Gerda" brand that they are just putting on the market.

E. Loeb formerly in the jobbing business, of Canton, Ohio, is back on the job for the Shields-Wertheim Company boosting "La Saramitas" in Eastern Ohio and the Pittsburgh territory.

George Bassett, of the Empire Cigar Store, says he cannot complain about his business this summer so far, as he has shown a nice increase over last year.

The Jepson Drug Company have added another store to their chain, the new one being located at the corner of St. Clair and East 152nd, one of the busy corners of the "Old Collerwood" district. They have installed a very fine and up-to-date cigar department carrying all the popular brands of cigars and tobacco.

N. E. Marcoglou Will Manufacture "Arabesca"

HAVING purchased the entire equipment of the Arabesca Cigarette Company, N. E. Marcoglou, the well-known cigarette manufacturer, formerly located at 15½ Oliver Street, but now occupying new and more commodious quarters at 44 Lispenard Street, will continue the manufacture of the "Arabesca" cigarette. Mr. Marcoglou will offer the "Arabesca" to the trade at ten and fifteen cents.

The new quarters of the Marcoglou concern occupy three floors, one of which is devoted to office use, while the others are utilized for the manufacture of cigarettes. One of the improvements made by the management has been the installation of a Ludington Cigarette Machine.

Tobacco in Bahia, Brazil

Tobacco forms almost 30 per cent. of the exports of Bahia, Brazil. The crop gathered each year between August and December can not, owing to a local law imposing double export duties on any of the leaf shipped before March 1st succeeding its harvesting, be disposed of during the year in which it is gathered. Exact figures, therefore, can not be given concerning the 1914 crop, but it is estimated at 350,000 to 375,000 bales, or approximately the same as a year ago.

The crop gathered in August-December, 1913, sales of which began March 1, 1914, consisted of 386,000 bales of 454 pounds each, and cost the shippers placed f. o. b. this port an average price of approximately eleven to twelve cents per pound. This cost rather than the selling price is given, as practically all shipments for Germany, to which country the bulk of the crop has always been sent, were on consignment. Sales to Argentina, however, to which country between 50,000 and 80,000 bales are sent annually, are generally c. i. f. Buenos Aires. Prices obtained for Bahia tobacco in that country vary widely, but ranged from $16.22 to $22.70 per 110 pounds c. i. f. Buenos Aires last year.

The disposition of the crop gathered in 1914 constitutes a most difficult local problem, owing to the closure of the German market, to which by far the greater part was always sent.

Although the Bahia tobacco is of high quality, the American duties and the expense of introducing it as a new article make its shipment to the United States impracticable.—"Commerce Reports."

J. B. Shields, of the Shields-Wertheim Company, expects to spend the remainder of the month at his summer home at Maplewood Beach.

Mr. Golmer, of the Fred G. Golmer Cigar Company, reports they are enjoying a very prosperous summer, notwithstanding the fact that a number of his customers are on their vacations just now. Leave it to Mr. Golmer to see that his customers are well supplied before they leave. One of Mr. Golmer's hobbies is to sell goods and plenty of them.

Seth Combs, lately with the J. B. Moos Company, has joined the selling force of the George B. Scrambling Company. Mr. Combs is well acquainted with the retail trade in Cleveland and vicinity, as he has called on the trade for years. Mr. Scrambling has lately taken on the "El Roi-Tan" line.

Among the visitors in town this week were Charles Bock, of Bock-Stauffer Company, Pittsburgh; Elmer Thatcher, of Heywood, Strasser and Voigt, New York; Frank Lopez, Garcia & Vega.

"Dick."

NICKEL CIGARS HAVE THE CALL

So Say Leading Tobacconists of Spokane—Clear Havana Goods Coming Back to Normal—Cigarette Business Feature of Western Trade

ALL over the United States during the last twelve months there has been a shrinkage in the volume of sales of medium and high priced cigars and an increase in the sale of nickel goods. This tendency has been noted in Spokane in common with the rest of the country and is mainly due to hard times," said Frank W. Smith, of Smith's Dope, yesterday.

"There are, however, a number of contributory causes to the decline in the sale of bit cigars besides the desire or need to economize. The most important of these is the increase in cigarette smoking, due mainly to the tremendous campaign of advertising by the American Tobacco Company, which controls the manufacture of cigarettes, but not of cigars, through which it hopes to make this a nation of cigarette smokers to its own profit.

"Another contributory cause to the popularity of the short smoke is the inability to smoke on street cars, which compels a man to do without a smoke on his way to business or to smoke something that he can throw away without feeling that he is wasting money. The automobile habit also discourages the smoking of high-grade goods, because no man can get satisfaction out of a really good cigar in a strong draft such as the autoist has to face. Hence if he smokes at all the autoist takes a cigarette or cheap cigar."

"There was a big falling off in the output of all the clear Havana cigar factories at Key West and Tampa, Fla., during the first quarter of the year," said T. L. Lillis, manager of the Spokane house of Allen & Lewis, wholesale dealers, "but the decline was not so marked in the second quarter, and by the end of the third quarter it will probably be normal again. We always find a decrease in our clear Havana trade during the hot weather. The reason we notice the increase in the nickel cigar trade in this section is that it is comparatively new.

"The district comprising Northern California, including San Francisco, Oregon and Washington, has always enjoyed the reputation of being, in proportion to population, the biggest consumer of clear Havana goods in the United States. Owing to the immigration from the East of people used to the nickel smoke and the pushing of their five-cent brands of cigars by the manufacturers there has been a relatively greater increase in the sale of that class of goods than in the medium or high priced cigars. The falling off in consumption has been more noticeable in Spokane itself than in its tributary territory."

"There has been a marked and steady increase in the volume of nickel cigars sold in Spokane during the fourteen years I have been in the business here," said O. H. Gerboth, assistant manager United Cigar Stores. "So far as the company with which I am now connected is concerned I can only speak of the last year. During that period our bit cigar trade has just about held its own, while there has been a good increase in the nickel trade. The cigarette business has grown rapidly, mainly, I think, owing to the large amount of money spent in advertising and premiums. In our stores in Spokane the sales of medium and high priced cigars are just about equal in value to the sales of five-cent cigars."

"Our nickel cigar business in the first half of this year shows a 75 per cent. increase over the corresponding period last year, while our high-grade cigar sales have declined 10 per cent.," said Philip J. Neumann, manager of M. A. Gunst & Company, Incorporated. "The sales of our two most popular brands of nickel cigars doubled and tripled in the same time. I think the explanation of this movement is the excellence of the nickel goods. Many of the five-cent cigars now on the market are so good that to a great many people it looks like a waste of money to spend more than a nickel for a cigar. Our leading clear Havana brand of cigars, selling, according to size, from three for a quarter to twenty-five cents each, is holding its own, though we have a lot of customers who used to smoke two-for-a-quarter cigars who now take the six-for-a-quarter kind."

"The tendency of the cigar and tobacco business can not be summarized in a paragraph without a lot of explanation in the way of footnotes, and certainly I would not like to try to do it in a hasty interview," said D. J. Hamilton, manager of the Hemenway & Moser Company, wholesalers. "Our business in bit cigars has not shown any signs of a slump nor has there been any boom in the sales of nickel cigars."—"Spokane Review."

Report of Heavy Buying in Maryland Tobacco

Baltimore, Md.

THE Maryland tobacco crop raised last year is now being shipped to the State tobacco warehouses in this city and it is selling very rapidly at good prices. Some growers are getting as high as fifteen cents per pound.

For the first time the American Tobacco Company, it is reported, has become a heavy buyer of the Maryland crop. This home market is greeted with enthusiasm by the growers, who in the past have been entirely dependent upon foreign army contracts.

The Maryland tobacco crop heretofore has been sold chiefly to France and Germany on army contracts for use by the soldiers, being furnished to them by the governments. Sales to Germany were cut off by the war, as tobacco could not be shipped there. Eventually the French Government, it is said, took its share of the Maryland crop.

Local representatives of the American Tobacco Company expressed surprise at the report that the concern is buying Maryland tobacco, and they are disposed to discredit the announcement. Manager Frank, of the Marburg Brothers branch of the American Tobacco Company, said he had no knowledge of such action on the part of his firm, as such contracts are made in New York.

It is believed that the recent conference at the Emerson, in which Vice-President Benjamin B. Hampton, of the American Tobacco Company, and twenty salesmen from all over the country took part, had some bearing on the Maryland situation.

A dividend of 5 per cent. on its common stock for the current quarter has just been declared by the American Tobacco Company. It is payable to stockholders of record August 14th.

Numbered among recent prominent visitors to the metropolis, was G. P. Waideley, president of the Union-American Cigar Company, of Pittsburgh, Pa., manufacturers of the excellent "Rocky Ford" cigar.

Prince Cigar Company to Enlarge

Plans have been drawn for an addition to the present factory of the Prince Cigar Company on High Street, Trenton. The addition is to be two stories high, 30 by 30 feet, of brick, and to cost $4000.

Excerpts From "Intensive Business"

A MAN who rises after thirty years of industry from a "stripper" in a tobacco factory to the presidency of a $65,000,000 corporation, is, when he talks, apt to say something very interesting.

In "Collier's" for July 31st, is published an interview with Caleb C. Dula, president of Liggett & Myers Tobacco Company, and the gentleman referred to in the opening paragraph.

The article abounds not in platitudes but in common sense expressions on subjects of vital interest to the man who would succeed. No better investment of time could be made than to read the whole article, headed "Intensive Business," on page 22 of the July 31st issue of "Collier's." Parts of the article are herewith reproduced:

". . . Were I giving advice to a young man," said Mr. Dula, "I should tell him that, above all things, he should remember that every time he steps out of the straight path to success it means that the same ground has to be covered again. He may be able to cover it in a month or it may require ten years. The fact remains that the ground will have to be recovered. . . .

"In my day I have seen much written and heard much said about men becoming their own masters. What foolishness! The young man is told to start in business for himself. He is told to give up his job and get one that brings in a larger income. That advice has ruined the prospects of more men than any other I can think of.

"If a man has any ability at all and is interested in his work, he should make up his mind to stick right to the finish. If he has no ability, he will not stick. Do not misunderstand me. If a man is in the wrong job—that is to say, if he is not the right man or it is not the right job—he is doing both himself and the job a great injustice to continue his relations. Under those circumstances a business divorce is necessary. The man should have a new job and the job should have a new man!

"Generally, however, every man, be he a clerk or a clergyman, a well digger or a steeplejack, a longshoreman or a lawyer, should realize that his environment is his savings bank. He is paying into it days of his life. The investment will return larger interest than any other he could make. The man who leaves a job for a slight raise in salary loses his investment. In a new field he opens another account. And it is likely to be a meager one for some time, as he generally is a stranger in a strange land, and until he has proved his worth his associates and his employers have their eyes constantly on him, watching for him to make some break.

"Have you ever seen men forty years old looking for work? Anyone who lives in a big city has seen hundreds, even thousands, of them. It is safe to say that at least 80 per cent. of them are men who in their younger days moved to each new pasture that looked a little greener than the one they were in. The old men you see out of a job are the men who were afraid of hostility. Weak men are best compared with weak streams. A small obstruction will cause both to leave their channels!

"Do not overlook the fact that there are two sides to the business of hiring and firing. There is the employer's side. There are many private concerns—and corporations, too, for that matter—who can see no value in their own men. They are up in a tower all day long, scanning the horizon with binoculars for new material. They'd do better if they turned their glasses around and looked through the other end. Then the horizon would be contracted instead of enlarged!

"I have often noticed that the establishments in which the new man is the bright and shining star never successfully hold their organizations together. The star is soon displaced, and then, even if he is an exceptionally brilliant worker, moves to some other orbit.

"The moral and business development of a man can be insured only when he is happy. An ambitious man is happy only when he knows that there is an opportunity near by.

"Look at it this way: Figure out how many hours you or any other ambitious man gives to work and then compare the result with the number of hours given to the other details of life. Whatever a man's job is he should make each day he spends at it a happy one. The man who would achieve business success should make his first commandment this: 'Thou shalt love thy job!'

"The young man who would be successful should teach himself three things if his employers fail to do so. These three are of equal importance. The first is this: He should learn to keep his own counsel. He should not carry business secrets from his own nest. Of course it often happens that they are not real secrets at all; just matters that should be kept in the office.

"The second is courtesy. Courtesy lubricates the wheels of business better than anything else I know of. It makes work more pleasant and helps manufacture, sell and advertise goods.

"The third is reliability; best gained, I tell you, by accepting responsibility. Even an office boy should be responsible for something, if it is only the sharpening of lead pencils. Well-sharpened pencils gain for a boy the reputation of doing his task well, enable the work to be done better and more quickly, and the manner of pointing may mean much to the purchasing department.

. . . . . .

"In the old days nearly every salesman thought he had to be a sport. One of his principal assets was an ability to absorb a considerable quantity of liquids. Drummers' yarns were famous, and the man with the best story to tell often secured the best order.

"But the modern salesman is quite different. He is a real merchant. He is clean in his methods as well as in his accounts. And the story he tells is one the buyers want to hear—a story of goods at right prices. The modern salesman is versatile, too. He is able to throw new lights on that kind of a modern story and show it in a variety of angles. The salesman who uses good judgment and has ability is regarded by the trade upon which he calls as a sort of fellow merchant.

"From the ranks of salesmen come the division managers, the department managers, the general managers and the executives. The bulk of the men in many of the great wholesale businesses of today is made up of salesmen who sold goods on the road. They learned merchandising from the ground up. There are so many things a salesman can do to make good that it would require a book in which to relate them.

"When I was a salesman I saw each of my customers at least once in every period of sixty days. I tried my best to make my customers my personal friends. I never overtalked my goods or overstayed my time. Many men I knew used to do that, though. They would talk a merchant into a bill of goods and then talk him out of it! There is a time to say 'good-by' and there is a time to say 'sign here.'

"I never in my life wrote an order in a store. I always waited until I got out of hailing distance. And I knew

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Philadelphia Notes

Samuel C. Jeitles, of Jeitles & Blumenthal, Ltd., 119 South Eleventh Street, is spending his vacation at the shore.

Morris D. Neumann, of the well-known firm of Neumann & Mayer, left on Thursday last for a well-earned vacation. Together with Mrs. Neumann, he will spend it in the Poconos.

J. Durbin Acker, manager of the cigar department of the Finley Acker Company store at Twelfth and Chestnut Streets, has returned from a month's vacation spent at his cottage at Sea Girt, N. J., in company with his family.

Warner Searle, who represents the J. F. Portuondo Cigar Manufacturing Company, has just returned from a trip through the Middle West, where he has been successful in opening many new accounts for this well-known firm. A campaign through Pennsylvania, New York and Ohio will be inaugurated in the near future.

The Emze Cigar Company, manufacturers of the rapidly growing "El Vendura" five-cent cigar and the "El Royana" ten-cent brand, have given up their factory at Eighth and Washington Avenue and have removed to the factory building at 2115 South Eighth Street. This is a very large building and will give them the room they need to care for their increasing business.

No "United" Store in the Franklin Bank Building

From a most reliable source, "The Tobacco World" is informed that rumors to the effect that the United Cigar Stores Company would open a store in the near future in the Franklin Bank Building at Broad and Chestnut Streets, is without any foundation whatever at this time.

The neighborhood of Chestnut Street between Broad and Thirteenth is rapidly growing as a retail cigar center. Riker & Hegeman are next to the Garrick Theatre, Yahn & McDonnell will open in the Widener Building across the street, Godfrey Mahn will occupy a store on the northeast corner of Thirteenth and Chestnut, the "United" at present occupies the southeast corner of Thirteenth and Chestnut, M. J. Dalton & Company have a store on Thirteenth just below Chestnut, and Terry & Duncan have a store on Broad just below Chestnut.

"Flor de Jeitles" Enjoys Strong Demand

Jeitles & Blumenthal, Ltd., 119 South Eleventh Street, are enjoying a good business throughout the South and West on their five-cent "Flor de Jeitles," and their ten-cent "Royal Peer" cigars.

The sales for the same period are far in excess of last year, and every indication points toward a prosperous fall trade.

Marcelino Perez & Company Busy

If present conditions are to act as a criterion, Marcelino Perez & Company announce that their August business will be larger than that done in July, which was of a decidedly excellent nature. Their "Tuval" cigar is meeting with increasing success throughout the country, but principally in the West and Northwest. A call for the finer sizes is reported.

JULY REVENUE IN FIRST OHIO DISTRICT

Collections Beat Mark of Last Year—Cigar Output Still Below Standard—Chewing Scrap Boosted Returns

Cincinnati, Ohio.

FROM the standpoint of the Government at least the tobacco manufacturing industry in the First Ohio Internal Revenue District made a very satisfactory showing for the month of July, collections reaching a considerably higher total than the corresponding month last year. This was due altogether to the increase in the output of manufactured tobacco, principally chewing scrap. The cigar output for the month, however, was only a trifle under the corresponding month last year, and considering the fact that one of the large producers of last year, L. Newburger & Brother, of Cincinnati, have discontinued business, the record is quite satisfactory.

The total collections of internal revenue from all sources on tobacco in the First Ohio District during July, 1915, amounted to $273,209.91, as against $253,751.85 the corresponding month last year, making an increase of $19,458.06, or almost 7 per cent. The total collections for seven months of the calendar year amounted to $1,661,910.68, as contrasted with $1,662,401.77 the corresponding period last year, making a decrease of $491.09, or a fraction of 1 per cent.

The total production of large cigars during July, 1915, was 14,601,923, a decrease of 57,357, or a fraction of 1 per cent. as contrasted with the corresponding month last year. The total output of manufactured tobacco, including all smoking and chewing brands, was 2,867,528 pounds, an increase of 245,525 pounds, or 9 per cent. There were also 2500 small cigars tax-paid during July.

The record for seven months of the current calendar year shows a total output of cigars amounting to 95,224,320, a decrease of 4,628,181, or about 5 per cent., as compared with the corresponding period last year. The production of manufactured tobacco amounted to 17,202,854 pounds, a gain of 167,651 pounds, or 1 per cent. There were also recorded for the seven months of the current year 2500 small cigars, against none for last year, and 5393 cigarettes, against 11,174 last year.

To Check Tobacco Shipments

Baltimore, Md.

The flood of shipments of Maryland tobacco to the State warehouses in Baltimore has been so great that Inspector Wilkinson has seriously considered the placing of an embargo on shipments for the present.

Tobacco cannot be handled in dry weather, as it will crumble to pieces, and the only time the growers can handle it is when the weather is "soft," as they call it. There has been so much "soft" weather recently that nearly all the tobacco in the State has been packed and the growers have been piling it into the warehouses here at a rate that has not been equaled for years, filling all available space.

The congestion of tobacco in the warehouses is said to be due to the lack of shipping facilities to the other side of the ocean. Practically all the tobacco grown in Maryland is purchased by the French Government. The buyers, it is said, have bought liberally, but have been unable to take the tobacco away because of the difficulty of getting ships.

Their lease expiring September 1st, M. A. Gunst & Company, New York City, announce that they will discontinue doing business at their Forty-second Street location.

"Intensive Business"

(Continued from Page 24)

that if I was not called back before then the order would stay with me. I did that because I once saw a salesman make an elaborate show of entering an order in his book. The show was so elaborate that the merchant was scared out of the order!

. . . . . .

"Every man working for the really successful business knows, or should know, that he has a chance to get the best job the business has to offer him. For in big business the big jobs are not passed around to men brought in from the outside.

"The worst reputation any concern can possess is one which will cause its employees to say: 'There is no chance here.'

"When the employees say that, then the business, whatever it may be, is afflicted with dry rot. Some day you are likely to see in the windows a sign with this written on it: 'For Rent. Apply to Your Own Broker!'

"Of course the concern that promotes from the ranks will always have a few disgruntled employees. Such men must admit in their own hearts, however, that they have not made good or they have not given all that was in them. On the other hand, concerns that do not promote from the ranks must admit to themselves either that they have no good men or that their executives have not recognized the merit of the employees in minor positions."

Patents of Interest to Tobacconists

Smokers' Pipe, No. 1,146,259. Thomas W. Hurff, Woodbury, N. J. July 13, 1915.

Tobacco Container, No. 1,145,915. Isaac J. Marcuse, Richmond, Va., assignor to the American Can Company, New York, N. Y. July 13, 1915.

Combined Cigar Lighter and Tip Cutter, No. 1,147,220. Harry Diamond, Roanoke, Va. July 20, 1915.

Smoking Pipe, No. 1,145,527. Santo E. P. Matacotta, assignor of one-half to E. Otidys, New York, N. Y. July 20, 1915.

Leaf Tobacco Cutting Machine, No. 1,147,342. Herman Rosenthal, Yonkers, N. Y. July 20, 1915.

Electric Cigar Lighter, No. 1,147,277. Maximilian H. Spielman, New York, N. Y. July 20, 1915.

Cigar Lighter, No. 1,147,784. Harry W. Clark, assignor of one-third to F. S. Powell, Kansas City, Kansas, and one-third to S. I. Wedlansky, Kansas City, Mo., July 27, 1915.

Knife Shifting Attachment for Cigarette and Cigarette Sleeve Machines, No. 1,148,250. Ernst C. Muhlbauer, assignor to Universelle Cigaretten-Maschinen-Industrie System, Otto Bergstrasser Aktiengesellschaft, Dresden-Lobtau, Germany. July 27, 1915.

Apparatus for Moistening Cigars and Tobacco, No. 1,147,775. Antonio Zarella, Charlestown, Mass. July 27, 1915.

Pipe, No. 1,148,494. Abraham L. Baer, Milwaukee, Wis., assignor of one-half to J. Falbe, Wauwatosa, Wis. August 3, 1915.

Tobacco Can, No. 1,148,947. James D. Boylan, Ann Arbor, Mich. August 3, 1915.

Cigar Box Opener, No. 1,149,138. Philip Hauser, New York, N. Y. August 3, 1915.

Cigar Moistener, No. 1,148,595. Abraham I. Lewis, Newark, N. J. August 3, 1915.

Packing Means for Cigars, No. 1,148,806. Horace G. Slater, Los Angeles, Cal., assignor to himself and D. Fields, Watts, Cal. August 3, 1915.

Leaf Tobacco Notes

PENNSYLVANIA

Lancaster, Pa.

The 1912 crop has been showing some activity recently due to New York dealers, who have been buying it up at prices ranging from 14½ to 16½ cents a pound. It will be remembered that this leaf was above the average in price and it is doubtful if the original packers will make any money even at the prices quoted. The small quantities of 1911 leaf are bringing about the same prices as the 1912 crop.

There was not much buying of the 1913 crop comparatively and consequently the packers have not much of it on hand.

According to reports the 1914 tobacco, which will be ready for sampling this month, is showing up with a large percentage of black rot. As this rumor is an annual one, the amount of black rot may be put down as conjecture.

CONNECTICUT

Suffield, Conn.

All tobacco plantations in town are hustling the harvest of Suffield's largest tobacco crop. It has been estimated recently by several tobacco men that the acreage will reach nearly 5000 this year. The addition of two more large tobacco plantations in the western part of the town is largely responsible.

Several individual growers this week began harvesting their own crops, which average from 30 to 40 acres each. Howard Russell of East Street was one of the first. At the Hathaway & Stean plantation, over the mountain, the second picking of shade-grown tobacco will be completed in a week. At the American Sumatra Company's plantation on the "Plains" there are fully 200 men, women and girls working.

In past years, farmers will recall, they usually have had dry weather at this time of the year. This year it has been all rain and no dry weather, which has caused the yellow tobacco plants to appear in different parts of the Connecticut Valley. There have been so many complaints from this source that the United States Government has sent two experts to make an investigation. So far the experts are confident that the tobacco is affected with root rot, and claim that fully 1000 acres in the Connecticut Valley are touched. One thing that the experts recommend is a rotation of crops on tobacco land every few years, which, they claim, will destroy root rot.

THE CAROLINAS

Greenville, N. C.

Pitt County's tobacco crop is generally very good, though some has suffered from lack of rain. The acreage is about the same as last year, with prospects of about the average crop. It is curing well and the texture is good. The late spring made the crop somewhat later than usual and also dry weather retarded its growth. Taken altogether the crop is a fine one and being of good quality, good prices are expected.

The market opens August 17th. No big opening is expected as there will be little ready for market by that date. Local warehousemen are preparing for big sales this season and it is expected that Greenville will sell much more than last season when the sale reached about 22,000,000 pounds.

Italy Places Big Order for Tobacco

It is stated that a Nashville warehouse contains more than $2,000,000 worth of Tennessee and Kentucky tobacco which has recently been purchased by the Italian Government. It is now stored awaiting shipment.

RETAIL RINKLES

Catchy Schemes Used Successfully By Thinking Men To Improve, Enlarge and Popularize Their Business . . .

The current month has frequently been called the "Month of Vacations," and it is sometimes difficult for retail cigar and tobacco dealers to inaugurate any selling plan that will carry them over this period without some falling off in revenue and profit.

Time to Plan

A cessation of business duties affords a splendid opportunity for planning and working out new methods and ideas that can be adopted as soon as the cooler weather arrives and customers return from their annual outing.

Some of the live cigar dealers are considering plans for the giving of premiums for the month of September, for that is the month which heralds the opening of the school term, and an excellent opportunity for the merchant to make a direct appeal to the smokers through the children.

By offering premiums that appeal to the children for use in their school life quick results can be obtained, and in many instances the offering of school bags, packages containing an assortment of pencils, pens, erasers and articles of a like character, has laid the foundation for increasing the value of the premium, and has been instrumental in establishing the prestige of many neighborhood stores.

During the dull period a definite and concrete plan should be worked out in detail as nearly as possible, and the methods and premiums be decided upon, so that after the first benefits have been derived from the initial premiums, there should be no long wait deciding what and when the next publicity campaign should be launched.

* * *

Neighborhood cigar stores who offer premiums, should bear in mind that with the approach of cool weather, after the families have returned from the annual outing, and the children have returned to school, the thoughts of the average housewife will turn toward the housecleaning task.

Appeals to Women

Any means by which this drudgery can be lightened will surely meet with the approval of the women members of the family, and it is up to the retailer to see that they are aware of the fact that for the return of coupons or sales slips, they can secure a variety of household helps. Long and short handled mops, brushes of all kinds, and even carpet beaters form a list of premiums that will receive the consideration of almost every woman who contemplates home renovation.

* * *

There is a student in one of the large colleges that can attribute his success in securing the desired education through his efforts and success in selling pipes, patented lighters, smoking tobacco and merchandise of a similar character to his fellow-students.

Using the College Student

Realizing that he would require financial assistance, this live wire solicited the co-operation of the retail cigar and tobacco dealer located nearest his Alma Mater, and learned that satisfactory arrangements could be made in bidding for the student trade.

At the suggestion of the student, pennants, banners and other articles that are popular during the outdoor sport season were added to the stock of cigars and smokers' necessities, and sales resulting from this assorted stock were the means of benefiting both the dealer and outside salesman.

What has become of the old-fashioned colored tablecloth that was so popular in the rural districts twenty-five years ago? There is a cigar and tobacco merchant located near the border line of three Eastern States, that can answer that a large number have been distributed to his customers.

Rural Trade

This dealer in his younger days was employed in an office, but close confinement to his desk broke his health and he was compelled to engage in some business that would permit of more activity and fresh air. Circumstances pointed the way to a country town, where there was much trade from the farmers of the outlying districts.

The problem was to secure the patronage of these smokers, who, though not buying frequently, usually bought generously.

Instead of the usual small town cigar and tobacco store, this merchant fitted up a room where the wives and sisters of the vicinity could feel free to come and meet each other, and not be compelled to wait for their husbands and brothers. During a Saturday afternoon rush he overheard one housewife asking where the best old-fashioned tablecloth could be purchased, and at what price.

Within the month, each family within a radius of ten miles was apprised of the fact that these articles could be obtained for the return of a given number of sales slips, representing merchandise purchased at his store. As bad weather was approaching, the farmers began buying in larger quantities, in order to prevent them from running short. Announcement was also made, that upon receipt of an order amounting to fifty cents or over, the goods would be sent by parcel post. Today this retailer is one of the most successful merchants within a territory covering many square miles.

* * *

There is one retail cigar and tobacco dealer who can attribute a considerable part of his success to the old-fashioned gingham apron. Beginning his business career in a neighborhood where most of the household work was performed by the wives and mothers of his customers, he conceived the idea of furnishing all the women of the neighborhood with the large old-fashioned, full-length apron made of gingham.

Aprons as a Lure

Window cards and postcards sent through the mails announced the fact of this premium, and the supply in stock needed replenishing many times before it was found advisable to add a line of the smaller white aprons for afternoon wear.

* * *

A place where men congregate and discuss the important events at home and abroad, is usually not looked upon as being a place where the latest fashion magazines would receive a cordial welcome, but there is one retail cigar and tobacco dealer that has increased his business and profit, by giving to the women members of his customers a yearly subscription to these same magazines, for the return of a given number of cash sales slips.

Magazine Subscriptions

By accepting a "club" offer, this dealer was able to secure a lower rate than the regular yearly rate, and received his commission for each new order and renewal.

Advertising For Permanent Business

TO advertise when orders are plentiful is a very good way of testing the extent of the market, and in the "Selling Magazine," George H. Gibson writes on this subject as follows:

"Does it pay? Judging by solicitors' reports, many manufacturers do not think it pays to advertise extensively when orders are thick. But is their position well taken?

"As the purpose of advertising is to bring in orders, it may look foolish to invite more orders when the factory is working at full capacity. It would not only be foolish but dishonest to continue to sell tickets to a show after the house was crowded, and so some manufacturers reason that when they hang out the 'S. R. O.' sign, they should stop all advertisements. Will this reasoning hold water? I doubt it. When a factory has reached the limit of its capacity, and advertising is still bringing in orders, my idea would be to **increase** the advertising. You have then convinced the buying public that you have a good article, and, possibly after years of effort, your advertising is beginning to bear fruit. It takes such a long, hard pull and so much time to start a heavy train that every stop not absolutely necessary is carefully avoided. The man who stops advertising because he is prosperous is like the engineer who shuts off steam because he is going.

"The time to increase the advertising is when times are good. Why? In reply I will ask, who does not wish to increase his business permanently? Only the short-sighted manager tries to throttle prosperity the moment she appears. Only an egotist thinks he has so good a product that it will advertise itself and that the world will search him out in the wilderness to buy it. This might, perhaps, be the case were it not for two facts: First, there is usually some keen competitor who, so far as merit goes, is not far behind, and, second, new buyers are born daily to make their first purchase. Advertising will serve to tell them about your goods. But still the objector objects: 'Of what use is it to drum up more orders by advertising if you can't fill those you have already?' The use is just this—further advertising will test the extent of the market and prove or disprove the wisdom of enlarging your factory. If you cease to advertise when orders come in or advertise in a meagre manner, you may never feel justified in providing for a greater business, or, on the other hand, you may foolishly enlarge when there is not enough business to be had to warrant it.

"More advertising when a factory is full of orders will serve to sound the market, and, in fact, I know of no other way of sounding it. Every other way is a mere hazard. The cost of advertising is slight, just as the cost of a diamond drill to test the thickness of an ore body is slight; but only the cents-wise and dollars-foolish man will not test his market or his ore body—only such a man will save a dollar to guess away a thousand.

"Still it may be argued that a manufacturer has so many worries in keeping customers good-natured when goods are overdue that he should not add to his worries by having to 'turn down' a lot of orders resulting from increased advertising. This additional worry can, however, be borne with fortitude when one perceives that every order 'turned down' in the present is probably a customer made for the future. Nothing makes one so anxious to buy an article as to see it marked 'sold.' We want just the things we can't have. I entered a department store the other day, and saw people jammed in rows to a depth of fully six feet back from the counter—all fighting for a chance to spend their money. The very sight of the crowd brought others. And, so long as that is human nature, the astute manufacturer will take advantage of it. He won't wait until the crowd is gone; but, once he has drawn a crowd, he will do all in his power to hold and increase it.

"This is not a mere convenient theory. I know several manufacturers who are doing this very thing—increasing their advertising space, in spite of the fact that orders are coming in faster than they can be handled. Incidentally they are increasing their factories, also. It takes an optimist to be really great. Your pessimist will open each morning's mail, saying to himself, 'Well, if business keeps up like this, I don't see what we will do; but such prosperity can't possibly last.' Then he thinks he'll save money while it's plenty and goes out and kills the goose that laid the golden egg. He cuts off the advertising. Some other fellow advertises to get more business, and he gets it, and he continues to get it. He enlarges his factory, and still the business comes.

"Does it pay to advertise when your books are full of orders? Do you want your business to continue its growth and to stay young? Or do you believe it is time for your business to grow old and take to an easy chair? When a man feels that way he is already on the toboggan slide. Don't promise yourself that you will begin advertising when orders slacken. You won't; you will feel too poor and, besides, it will be too late. The time to advertise for work for the rainy day is now. Orders from advertising rarely get into the shop in less than six months, and it never hurts your reputation nor your profits to have to turn away orders. Some customers are always willing to wait longer or pay more than others and, the opportunity to sell many such people is to be prized. While demand is great you take the pick or skim the cream, and when demand naturally slackens you will still have plenty to do. Advertise as long as you expect to remain in business."

"Look What 'Katy' Done!"

Employees of the Missouri, Kansas & Texas Railroad are now barred from smoking cigarettes "in any form while on duty, in any capacity," according to a circular just issued from the office of the superintendent.

The circular follows:

"All concerned: Effective July 1, 1915, employees will not be permitted to smoke cigarettes in any form on duty, in any capacity on this district.

"At first thought this order may seem rather severe, but when we consider the ill effects upon the physical condition of our employees who are addicted to this habit, and the extra fire hazard to the company's property, not to mention other detrimental influences to the company's interest by reason of this practice, it should be plainly evident to every one that the practice should be discontinued.

"Please be governed accordingly."

Lancaster Growers to Inspect Tobacco Crops

For the express purpose of studying the tobacco fields of Lancaster County, to obtain ideas on the cultivation of a better grade of tobacco, the Lancaster County Tobacco Growers' Association will hold an automobile run through the county on Tuesday, August 17th. The route has not been decided as yet, being placed in the hands of a committee, but the most abundant growing sections will be visited. The committee in charge of the run is A. B. Landis, chairman; A. E. Lane, J. Aldus Herr, John Weaver, Levi McAllister, George Hibshman and F. C. Bucher.

Tampa

Enrique Pendas Honored by His Firm—"Ignacio Haya" in Big Demand by Trade—"Magnolia" a New Five-cent Brand

Tampa, August 10th.

A SPIRIT of optimism prevails throughout the trade locally. This is backed up in a practical manner by the fact that various of the larger factories are finding it necessary to increase their forces of cigarmakers in order to facilitate the handling of the incoming orders.

Composed of Joseph Walicki, S. J. Ormston and M. F. Dempsey, acting as president, vice-president and secretary and treasurer, respectively, the Florida Havana Cigar Company is one of the latest additions to the trade here. This company will manufacture, having for its leader the "Magnolia," a proposition retailing at five cents.

Satisfactory business on the "Jose Vila" is reported by Berriman Brothers.

Friends in the trade of Enrique Pendas, formerly of Y. Pendas & Alvarez, who allied himself in the early part of the year with the Havana-American Company, taking charge of the local interests of this combination, will be glad to learn of his recent good fortune. Mr. Pendas has been elected a vice-president and director in his new connection.

F. B. Davis, of Samuel I. Davis & Company, the well-known manufacturers of the popular "El Sidelo" cigar, left last week for New York City in the interests of the company.

W. L. Bloom, of Bloom & Company, tobacco dealers, New York City, was a recent visitor to the city, registering at the De Soto Hotel.

Francisco Torres y Ca. announce that they expect to be able to ship their first cigars to the trade very shortly. The company's attention is now being centered on the "Americus," a mild Havana cigar. It will be made in ten sizes.

Conservative summer business is being done by Y. Pendas & Alvarez, the manufacturers of the excellent "Webster" cigar.

Sanchez & Haya report satisfactory conditions.

Llanza & Company are about ready to enter their new quarters, the Amo & Ortiz Building. Adequate facilities will be provided in the new location.

"Ignacio Haya," manufactured by Sanchez & Haya, is certainly proving its worth out in the Middle West, according to the orders being received on this excellent brand. Dealers in that particular territory are warm in their praise of the "Ignacio."

Perfecto.

The Hummel Company, Incorporated

Among the recent incorporations at Albany was that of the Hummel Company, Incorporated, of Binghamton, N. Y., tobacconists. The capital stock is $50,000. The incorporators are W. S. Polley, P. M. Hummel and B. Leighton.

United States Cigar Company in Trouble

A petition in bankruptcy has been filed against the United States Cigar Company, of 118 East Twenty-eighth Street, by the following creditors: Edward J. Ryan, $300; Charles Lamb, $147, and Gertrude Bollman, $250. The liabilities are said to be about $17,000, with assets of about $3000. The company made an assignment on August 7th.

Hiring and Firing

IT must be obvious beyond argument that every unnecessary dismissal of an employee must mean a definite economic waste to the employer, to the employee, and to society. It seems obvious also that the magnitude of this waste and its influence on the industrial situation is by no means clearly understood, otherwise this important phase of the management of men would have received adequate attention before now. Many managers of large businesses, to be sure, have recognized the existence of this problem and have established specialized employment departments to deal with it. They know from experience that it does not pay to hire and fire employees haphazardly; they realize that it costs money to train a new employee, even a skilled workman, in the special practices that are peculiar to a given concern, and that upon his dismissal, save on the ground of no further need, a similar expenditure must be incurred for the training of another new employee, which expenditure only good reason for the dismissal of the previous employee can justify. In only a few instances, however, have employment departments been placed in charge of men of experience and capacity who are competent to deal adequately with the many and often perplexing phases of the employment situation, while still more infrequently have these employment managers been entrusted with the equally, if not even more, important duty of continuing their personal interest in the men and women while they are retained in the employment, in order that they may be assured of proper training and fair treatment and may not be discharged without good cause. Without this latter function, which he must share with the superintendent or supervising foreman in harmonious co-operation, no employment manager will be able to bring about a satisfactory solution of the hiring and firing problem.

While it is quite important to select the right men and women for the right places so that a square peg may be chosen for a square hole and a round peg for a round hole, it is far more important properly to take care of these men and women when they enter upon their new work. A good man can be spoiled and discouraged by wrong initial treatment, as an improperly selected man can often be made useful and contented by the right guidance and training. An understanding of human nature, and fairness and firmness in dealing with men are some of the chief requisites of the efficient superintendent of employment. A student of economics applied to industry, he must be imaginative enough to be progressive and yet sufficiently conservative not to break away from old moorings before he has found a clear course ahead. Standing between the employees and their employer, he can, if he is the right man, work to the advantage of both by being fair to both. And if he possesses tact and diplomacy he will never destroy the disciplinary authority of the foreman even though the latter is deprived of the right to discharge an employee beyond terminating at any time the latter's connection with his department. Since the superintendent of employment has brought the employee into the factory, he ought to be the one to discharge him if he should be discharged. Often he may find that the employee's unsatisfactory showing was due to his having been placed wrongly. How much better it is to take this square peg out of a round hole and fit him into a vacant square hole than to discharge him and then experiment with another recruit, a supposedly square peg!—M. W. Alexander, in "American Industries."

San Francisco

Scores a Procession of Strangers—Nap, the Chimpanzee, Becomes an "Owl" Smoker—Many Cigar Men Visit Exposition

San Francisco, August 5th.

SAN FRANCISCO has never been so full of strangers as it has been during the last five or six weeks. Market Street is one continuous procession from morning till late at night; and the Exposition attendance for the month just closed was larger than for any previous month with a prospect that August will run still better. In all favorable locations the cigar retailers are feeling an immediate improvement in trade as a result of the visiting crowds; and even in locations that are off the regular beat of transient trade, there is a decided increase in sales following the general improvement in all lines of business. The wholesalers' and manufacturers' representatives report a better demand locally, with some improvement in one or two outside districts.

E. A. Cohen, advertising manager for M. A. Gunst & Company, says that the capture of so many medals at the Panama-Pacific Exposition by the M. A. Gunst & Company lines of cigars is already proving of immense advertising value, with the best part of the results still to come. Incidentally, the awards appear to have brought results in some unexpected quarters. Spike, the well-known dog cigar smoker, who has for some weeks amused the sightseers on The Zone at the Exposition, has now taken to "Owls." Spike has a great predilection for the Old Reliable Bird, and no other brand now seems to suit his discriminating taste. Another "Owl" smoker is Nap, the chimpanzee, who nightly delights the patrons of the Orpheum Circuit with his wonderful performance. Though Nap's master is an "Owl" smoker himself, he had never thought to purchase that brand for the "Monk"; but one night Nap got hold of one of the Boss's cigars, and, though he heard "His Master's Voice" commanding him to drop it, he would not be satisfied until he had smoked it. Since then it is either an "Owl" or no show, as Nap has evidently figured out that he has been made a monkey of long enough. All he wanted was to be able to show the public how near a real man he is when it comes to choosing a good smoke and how he appreciates it when he gets it.

Arnold Pollak, a cigar broker, with headquarters in the Merchants' Exchange Building, left early in the week for a short trip to Los Angeles and vicinity.

Lex Ehrman, of Ehrman Brothers & Company, Front Street wholesalers, is now making a trip up the northern coast counties of California.

Jack Lowrey, Western representative of the "Juan de Fuca" cigar, who has been taking a long rest on account of illness, is now back in the harness, fully recovered and ready to make a hard fight. He has established offices at 88 New Montgomery Street.

Men of the trade are dropping in so frequently nowadays to see the Exposition, that it is a little hard to keep track of them. The register of trade visitors kept by H. L. Judell & Company at the Smoke House on the Zone is getting to be a very long list. One cigar dealer here says that apparently every cigar man in the Pacific Coast States and half of those in other sections of the country have already come to visit the big Fair.

L. G. Dreschler, of Indianapolis, has been putting in time at the Exposition this week. He says that the show is one of the most beautiful he has ever seen.

C. C. Brock, of Los Angeles, has been calling on the San Francisco trade and other friends this week. He has also spent a number of pleasant hours at the Exposition.

Leopold Powell, of Leopold Powell & Company, of New York, arrived in San Francisco a few days ago, partly to have a look at the Exposition and partly to confer with Hyp. Bier, his San Francisco representative, regarding the fall campaign on the "Knickerbocker" cigar. Mr. Powell believes that the outlook for business in San Francisco is getting steadily better.

Charles Morris, manufacturer of the "Integridad" line of cigars, has been spending the past ten days in San Francisco looking after the interests of his line.

Harry Adams is now about closing up his Coast campaign in the interest of the Benson & Hedges line of cigarettes.

A. J. Burns, formerly manager of the United Cigar Stores Company in San Francisco, but now manager for the same company in Chicago, spent last week in San Francisco, partly on business and partly on a visit to the Exposition.

Edward Wolf reports that he is now pushing out his new goods in increasing quantities. Business is not particularly brisk, but he is pleased to note that the goods are taking well wherever they have been placed. He believes that the outlook is for a steady, though, perhaps, a slow improvement.

Sol Arkush, who has for many years covered the Pacific Coast and Rocky Mountain sections for the Luis Martinez Company, and who was formerly wholesale distributor for the same line in this city, has been a trade visitor here this week. He came down from the North, having made the complete circuit of his extensive territory.

Allen.

Increased Earnings for Porto Rican Company

The report of the Porto Rican-American Tobacco Company for the year ended June 30, 1915, shows net earnings of $701,383, an increase of $46,395 over the preceding year. The balance available for dividends was $623,240, equal to 19.06 per cent. on $3,285,600 capital stock, against 28.4 per cent. earned on $1,999,400 stock the year previous. The income account compares as follows:

	1915.	1914.
Sales,	$5,386,207	$5,005,712
Net earnings,	456,139	438,459
Other income,	245,244	216,529
Total income,	$701,383	$654,988
Interest and taxes,	78,143	85,790
Balance,	$623,240	$569,798
Dividends,	431,998	399,880
Surplus,	$191,242	$169,318
Previous surplus,	1,307,496	1,138,178
Total surplus,	$1,498,738	$1,307,496

The statement of earnings does not include this company's share of the undivided earnings of the Industrial Company of Porto Rico, or of the Porto Rican Leaf Tobacco Company, in which it holds stock.

Bloch Brothers Company Have Picnic

Employees of Bloch Brothers Tobacco Company, of Wheeling, W. Va., recently held a picnic at which more than one thousand were in attendance. Twelve coaches carried the throng over the Wheeling & Lake Erie Railroad to Meyer's Lake Park near Canton, Ohio.

No accident marred the day and races and games featured the afternoon.

NOW AND FOREVER Reynaldo

Tobacco Industry State Monopoly in Tunis

The manufacture and sale of tobacco in Tunis is a Government monopoly, and private imports are allowed only to the extent of 10 kilos (22.4 pounds) of manufactured tobacco per person per year. The rates of customs duty for these imports are, per 100 kilos (220.4 pounds): Cigars and cigarettes, $694.80; chewing tobacco and snuff, $289.50; smoking tobacco—from the Levant, $182.50; from all other countries, $289.50.

These rates apply, except as noted, to the imports from all countries indiscriminately. The importation of leaf tobacco by private persons is prohibited. Government imports are duty free. Imports of tobacco into the Regency during 1914 were:

Countries of origin.	Pounds.	Value.
Leaf tobacco,	1,854,812	$157,298
Algeria,	67,530	5,699
Austria,	187,825	5,373
Belgium,	205	193
Greece,	322,702	29,130
Turkey,	251,408	24,125
Germany,	45,139	4,825
Russia,	36,308	2,993
United States,	943,695	84,960
Manufactured tobacco,	196,888	45,610
France,	55,448	13,652
Algeria,	76,646	12,612
Italy,	617	469
Malta,	14,559	4,348
Switzerland,	6,627	1,312
Greece,	7,864	811
Holland,	34,200	12,082

The imports of manufactured tobacco consist chiefly of cigarettes. The consumption of cigars is much smaller than that of cigarettes. Pipe smoking is almost exceptional. Chewing tobacco is not used to any considerable extent. The total production of manufactured tobacco in the country averages about 1400 metric tons annually.

Owing to the Government monopoly it is impossible to arrange for the manufacture of tobacco by private parties. In order to introduce American-manufactured tobacco in the Regency it would be necessary to submit offers to Monsieur le Directeur de la Régie Tunisienne (Monopole des Tabacs), at Tunis.—"Commerce Reports."

Now and Forever
Reynaldo
MILD HAVANA CIGAR
"Made So Well This Generation, It Will Remain the Next Generation's Favorite"
LUCKETT, LUCHS & LIPSCOMB
BULLETIN BUILDING PHILADELPHIA

BUSINESS OPPORTUNITIES

For Sale, Wanted and Special Notices

RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

Special Notices.

DEALERS—Sell "MOLOTOK" Russian cigarettes. Something different. High class, but not high priced. Cost $15 per thousand—sell 20 Cents for box of 10. Exclusive territory given. Russian Import Company, 858 Harrison Building, Philadelphia, Pa.

MONROE ADLER,
CIGAR BROKER,
186 N. La Salle St., Chicago, Ill. 6-17-he

LANCASTER STOGIE COMPANY,
MANUFACTURERS OF HIGH GRADE STOGIES,
120 Water St., Lancaster, Pa.

HIGHEST GRADE OF WHEELING STOGIES—That will please the most exacting smoker, are made by C. A. Kase, Seventh and Main Streets, Wheeling, W. Va.; Factory 23; Established 1895.

Wanted.

ADLER & MYERSON, INC.,
Buyers of Cuttings, Scraps and Siftings,
332 East Forty-eighth Street, New York City.

IMPORTANT NOTICE TO CIGARETTE MANUFACTURERS—We manufacture cigarettes for the trade; we also supply tobacco boxes and labels 25 per cent. cheaper than elsewhere. Brands registered. Write for particulars. Live distributors wanted. The Soter Company, 235 Canal Street, New York City.

Help Wanted.

EXPERIENCED DECORATOR will arrange for displays in cigar store windows in Philadelphia. Box 888, "Tobacco World."

For Sale.

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 E. 78th St., New York. 9-1-tf

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

FOR SALE—Cigar and Cheroot factory, fully equipped. Can be bought reasonable. Building included in sale or can be leased for a long period. Ohio Cigar Company, Springfield, Ohio.

"The Talk of the Town"

A wide-awake dealer should be "the talk of the town." The more people talk about him the better, provided they gossip about his enterprise, his fairness, his obliging ways, his promptness, his reliability, his up-to-dateness, his worthiness as a citizen and the other desirable attributes that he should possess.

It has been said, "The public will talk," and it is the truth, they will do it if they have to manufacture the subject matter of their conversations. The shrewd merchant will give them something worth talking about. If he doesn't do it they will talk anyway; if he has any shortcomings they will roll them under their tongues with as much zest as they would his virtues.

The disposition to gossip is universal. In cities, towns and villages or at the cross-roads, men and women meet and talk about the weather and various other topics that grow out of their environment.

In small communities the subjects for small talk are more or less limited; in consequence, the acts, habits and characteristics of local merchants are likely to be discussed more frequently and more fully than in a locality where there are many things to divide public attention.

A dealer in a small town that does not have adequate facilities or a good medium for the usual forms of advertising should not overlook his opportunity to let the people do the work, especially when he realizes that if they don't work for him, they may work against him.

In striving to fill the public eye or ear it is both impolitic and irrational to boast or to appear to force one's self to the forefront. Such methods justify the belief that he is vain, arrogant or insincere.

If a merchant thoroughly understands his business and is enterprising, aggressive, industrious and honest, he will have no trouble in making a favorable impression on the public.

Cripple Buys Tobacco Shop

Ten years ago "Jimmy" Trudean came to Brocton, Mass., from Fall River. He had been in that city only a short time when an attack of spinal meningitis paralyzed his legs as well as his back. He has not walked now for eight years.

Ten dollars was the capital that he had when he rented a barber shop window to sell newspapers. Later on the restaurant which stood next to the barber shop went out of business. "Jimmy" decided to rent it as his first venture has proven fairly successful. After he secured the new quarters he installed a circulating library, magazines, newspapers, cigars and trade incidentals.

"Jimmy's" personality has counted for much and this and other reasons has been responsible for the steady growth of the business.

A short time ago Lyman Tilden, who conducted a cigar store at 231½ Main Street, Brockton, died. "Jimmy" has now purchased this business and installed Oliver Gelinas as clerk.

This last venture is an achievement for "Jimmy" and the circumstances of it command admiration. "Jimmy" is now thirty years old. He has visited specialists far and wide in an effort to better his condition, but without avail.

Despite the handicap he has made good and his friends wish him every success with his new business.

Topeka Cigar Store Closed

Charles Eagle, who has maintained a cigar store at 729 Kansas Avenue, Topeka, Kan., has closed his store and moved his stock to his Jackson Street factory.

The property at 729 Kansas Avenue will be immediately remodeled and as soon as work is completed will be occupied by the Brunt Drug Company.

Mr. Eagle will not open another retail store at present, as he cannot find a desirable location. If such is found, however, Mr. Eagle will again enter the retail business.

NEWMANN & GACH - Fancy Connecticut Wrappers and Havana our Specialty - Chicago

THE TOBACCO WORLD REGISTRATION BUREAU

The Tobacco World, established in 1881, has maintained a Bureau for the purpose of Registering and Publishing claims of the adoption of Trade-Marks and Brands for Cigars, Cigarettes, Smoking and Chewing Tobacco, and Snuff. All Trade-Marks to be registered and published should be addressed to The Tobacco World Corporation, 236 Chestnut Street, Philadelphia.

One Dollar for each title must accompany all applications. In case title or titles cannot be registered owing to prior registration, same will be returned immediately, less our usual charge for searching and return postage, or it will be credited if desired.

☞ Positively no responsibility assumed for errors, duplications or any controversies which might arise. We will not under any circumstances act in a legal capacity in cases concerning disputed titles. We maintain a bureau of records only.

REGISTRATIONS

REY-CARL:—31,071. For cigars. July 30, 1915. Petre, Schmidt & Bergman, Philadelphia, Pa.

CORTE-REAL:—31,072. For cigars. July 30, 1915. J. M. Ferrares, Philadelphia, Pa.

BOUQUET DE R. MANUS & BROS.:—31,073. For cigars. July 30, 1915. Richard Manus, Philadelphia, Pa.

THE SHAPER HAND-MADE:—31,074. For cigars. July 30, 1915. W. Lloyd Diehl, King City, Mo.

BORN:—31,075. For cigars. July 30, 1915. M. H. Smaltz & Son, Stouchburg, Pa.

DUKE DE ABRUZZI:—31,076. For cigars. July 30, 1915. Lee W. Billings, Chicago, Ill.

PANZARETTA:—31,077. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. July 30, 1915. R. Walters, Detroit, Mich.

DREXEL BOOSTER:—31,078. For cigars, cigarettes, stogies and tobaccos. August 2, 1915. J. R. Strauss, Chicago, Ill.

WOODLAWN BOOSTER:—31,079. For cigars, cigarettes, stogies and tobaccos. August 2, 1915. J. R. Strauss, Chicago, Ill.

HYDE PARK BOOSTER:—31,080. For cigars, cigarettes, stogies and tobaccos. August 2, 1915. J. R. Strauss, Chicago, Ill.

OAKLAND BOOSTER:—31,081. For cigars, cigarettes, stogies and tobaccos. August 2, 1915. J. R. Strauss, Chicago, Ill.

MICHIGAN SPECIAL:—31,082. For cigars. August 2, 1915. The Tonic Cigar Company, Milwaukee, Wis.

LA PATTINO:—31,083. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. August 2, 1915. Pasbach-Voice Litho. Company, New York, N. Y.

700:—31,084. For cigars. August 2, 1915. L. M. Stuber & Son.

LITTLE TONY:—31,085. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. August 3, 1915. Tony Tomljanovich, Canton, Ill.

CALUMET CABINET:—31,086. For cigars, cigarettes and cheroots. August 4, 1915. J. P. Ruby, Chicago, Ill.

OTTAWA BELLE:—31,087. For cigars, cigarettes, stogies and tobaccos. August 5, 1915. Fred E. Nelson, Ottawa, Ill.

DUKE IVO:—31,088. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. August 5, 1915. Schmidt & Company, New York, N. Y.

LADY WISHFORT:—31,089. For cigars. August 9, 1915. Central Cigar Box Company, St. Louis, Mo.

CHICAGO BOOSTER:—31,090. For cigars, cigarettes, stogies and tobacco. August 9, 1915. J. R. Strauss, Chicago, Ill.

DIAMOND J.:—31,091. For cigars. August 9, 1915. Jos. H. Sprenger, Peoria, Ill.

SPANISH COMMERCE:—31,092. For cigars. August 9, 1915. Jos. H. Sprenger, Peoria, Ill.

HAVANA COMMERCE:—31,093. For cigars. August 9, 1915. Jos. H. Sprenger, Peoria, Ill.

BIG LA PALINA:—31,094. For cigars. August 10, 1915. Congress Cigar Company, Chicago, Ill.

LITTLE LA PALINA:—31,095. For cigars. August 10, 1915. Congress Cigar Company, Chicago, Ill.

CORRECTION

WM. CRO. & CO.:—31,070. Published in the August 1st issue as having been registered for cigars for Croger Cigar Company, Seattle, Wash. Should have read cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco.

CANCELLATION

DEBUT:—25,189. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered December 11, 1913, by Kaufman, Pasbach & Voice, New York, N. Y. Cancelled July 30, 1915.

Permit Issued for Yocum Brothers' Factory

A permit has recently been issued to Yocum Brothers, of Reading, Pa., for a new six-story fireproof plant, to be erected at Fourth and Walnut Streets, that city. The building will be 50 x 160 feet and is to cost $40,000.

Persistent Advertising

A WELL-KNOWN advertiser once said that he would have failed a dozen times if he had not possessed a well-nigh impregnable persistency and perseverance and an enthusiasm and confidence nearly supernatural. It is too true that a very large percentage of the commercial failures can be directly traced to a lack of stability or an absence of such persistency as makes obstacles of no moment.

A young man once wrote to the editor of an advertising journal and enquired if this editor knew of any plan or scheme in which he would advise one to embark in, which would prove profitable from the very start, and also in which the results from the initial copy would more than recompense for the placing of the copy. I think the editor replied that if he did he would go at it himself.

This very idea or opinion that advertising is something magical whereby the very first attempt results in a steady inflow of cash, has resulted in many disappointments.

Persistency must be coupled with good judgment or it totally fails of the purpose for which it was intended. Though a campaign of advertising may have been launched and well under way, should there come to light certain things which would go to prove that the fundamental principle of the proposition was wrong, it would then be suicidal to a commercial success to continue without eliminating these things which will cripple and undermine the whole campaign. A clear, cool, far-seeing judgment must be coupled with advertising, or all the persistency in the world amounts to very little.

Visions and ideas colored by personal prejudices must be entirely eliminated, and you must for a time stand in the shoes of your customers, looking at it from their point of view; criticising it, picking out the weak points here, strengthening there, building it, not by your personal likes and dislikes, but by the likes and dislikes of those to whom you must, of a necessity, appeal.

If you know for a certainty, an absolute certainty, that your proposition is a good one and results fail to multiply as rapidly as you would like to have them, find out where the fault lies. Perhaps it is weak copy, or maybe your expectations are wrong in that you expect results sooner than there is any possibility of getting them.

Once you are, however, convinced beyond the peradventure of a doubt that your medium, your proposition, your copy, and everything connected with your advertising is the best that you can expect, don't allow any misgivings to sway your judgment. After once starting your campaign it is almost necessary to proceed with your eyes closed, at least to any visions of sudden wealth or affluence.—"Judicious Advertising."

TOBACCO IMPORTS IN NEW ZEALAND

Importation Shows Steady Growth—Leaf is Not Successfully Grown—Virginia Brand of American Tobacco Growing in Favor

TOBACCO is not successfully grown in New Zealand, but is in general use, and the imports are increasing. Figures for the five calendar years ending with December 31, 1913, giving imports from individual countries in pounds weight, are:

Classes and years.	Australia.	Germany.	United Kingdom.	United States.	Total for year.
Unmanufactured:					
1909.	3,216	179		12,106	15,501
1910.	2,170		9,092	7,509	18,771
1911.	3,415	550	9,622	7,509	28,512
1912.	2,087	450	3,913	13,500	19,843
1913.	698	437	2,691	16,737	20,883
Manufactured:					
1909.	1,119,284		464,686	513,064	2,099,042
1910.	1,158,040	500	680,654	550,207	2,407,545
1911.	1,077,200	80	711,923	421,321	2,213,429
1912.	1,150,326		610,267	708,653	2,481,235
1913.	994,331	6	488,092	692,416	2,177,715
Cigars:					
1909.	14,835	3,320	7,208	5,019	48,122
1910.	12,857	3,562	7,401	5,070	44,029
1911.	16,518	4,137	10,507	7,332	53,676
1912.	14,220	5,913	13,347	6,833	03,618
1913.	8,112	5,150	15,566	5,000	61,385
Cigarettes:					
1909.	1,430	5	301,958	64,643	369,309
1910.	854		418,825	78,208	500,183
1911.	2,977		474,189	12,203	490,095
1912.	5,042		531,780	20,541	507,379
1913.	1,063	22	503,368	21,018	586,721

It seems clear on investigation that most of the tobacco in different forms imported into this country from the United Kingdom and Australia is of American growth, notwithstanding the fact that some fair tobacco is grown in Australia. Fully 90 per cent. of the tobacco is smoked, and a very large portion of this is smoked in pipes—65 per cent. or more. The smoking tobacco is put up principally in tins, a little in cloth bags, and more in paper pouches for the country trade.

There are but few cigars or cigarettes manufactured in New Zealand, but some cigarettes are rolled here by the smokers. It might pay to import the leaf tobacco and manufacture here, for the duty is lower on leaf tobacco and there are no preferential duties on tobacco, etc. The duties are: Item 32, cigarettes, not exceeding in weight 2½ pounds, per 1000, $1.26 the 1000; item 33, cigarettes, not otherwise enumerated, $1.70 the pound; item 34, cigars, including the weight of every band, wrapper, or attachment to any cigar, $1.70 the pound; item 35, snuff, $1.70 the pound; item 36, tobacco, including the weight of every label, tag, or other attachment, 85 cents the pound; item 37, tobacco, unmanufactured, entered to be manufactured in New Zealand, in any licensed factory, for manufacturing purposes only, into tobacco, cigars, cigarettes, or snuff, 49 cents the pound.

There is an excise duty on tobacco in its different forms in New Zealand, as follows: Item 495, tobacco, 24.3 cents per pound; item 496, cigars and snuff, 36.5 cents per pound; item 497, cigarettes—if manufactured by machinery, 61 cents per pound; if made by hand, 24.3 cents per pound.

There is an exceedingly friendly feeling toward American tobacco in this country, and for the Virginia brand, especially in Auckland and vicinity. Competition is close, but the business is growing, and now is an opportune time to push for more of this trade direct.

(Lists of the leading importers of tobacco, cigars, etc., together with a few of the leading retail dealers who might be induced to import direct, may be obtained from the Bureau of Foreign and Domestic Commerce or its branch offices.)—"Commerce Reports."

JOHN F. HEILAND & CO.
Lancaster County Fancy B's
LANCASTER, PENNA.

J. K. LEAMAN
Packer of and Dealer in Leaf Tobacco
Office and Salesroom
110-112 W. Walnut St., LANCASTER, PA.
Warehouse: Bird-In-Hand, Lancaster Co., Pa.

John F. Nissly & Co
Packers and Dealers in
LEAF TOBACCO
And Importers of HAVANA
No. 143 Market Street, Lancaster, Pa.

Established 1890 Correspondence Solicited
KEYSTONE VARIETY WORKS
HANOVER, PENNA.
Cigar Ribbons, Silk Imitation and Muslinola Ribbon
Printed or Stamped in Gold or Silver
Labels. Stock Cards. Give Us a Trial. We Want Your Opinion

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of LEAF TOBACCO
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

For Genuine Sawed CIGAR BOXES, Go to Established 1880
Keystone Cigar Box Co., Sellersville, Pa.
Our Capacity for Manufacturing Cigar Boxes is Always Room for One More Good Customer
MONROE D. SELLERS, SELLERSVILLE, PA.

The Standards of America:
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

THE easiest way to invite a hoss into the stable is to show him a han'ful o' oats. Especially when he's hungry for 'em.

Velvet Joe

THE easiest way to invite customers into your store is to display VELVET, The Smoothest Smoking Tobacco, where they can see it—because Velvet Joe is making them hungry for VELVET.

Smokers have long known VELVET as an ideal pipe tobacco, but Velvet Joe is making them realize it in a new way. This genial, friendly, Kentucky philosopher is constantly telling them of the mellow, genial friendliness of VELVET.

Millions of smokers are constantly reminded of VELVET by seeing Velvet Joe's sunny smile in leading magazines, newspapers and on billboards everywhere.

Smokers are hungry for VELVET. Remind them that you sell it.

5c. Bags, 10c. Tins, One Pound Glass Humidors
½ Actual Size
Liggett & Myers Tobacco Co.

The World's Standard Cigar
FLOR DE TABACOS DE PARTAGAS Y Cª HABANA
The Real Independent Factory in Havana
Cifuentes, Fernandez y Ca.
Calle De La Industria, 172-174
HABANA, CUBA
General Agent for United States and Canada
ROBERT E. LANE
115 BROADWAY, NEW YORK

A New Window Trimming Book

¶ The most useful window trimming book that has yet been offered to the public.

¶ This book contains a total of 150 backgrounddrawings and a number of small detail sketches.

¶ The first half of the book has the displays arranged in the order in which they should be installed.

¶ The backgrounds are arranged in such a way that anyone can follow them out.

¶ The editor has had more than twenty-five years' experience in every phase of window trimming and it has taken ten years' continuous work to prepare the drawings. Every merchant should possess a copy of "SHOW-WINDOW BACKGROUNDS". **Prepaid, $1.50.**

Tobacco World
236 Chestnut Street Philadelphia

JOSE F. ROCHA Cable: "DONALLES"

Havana Leaf Tobacco

Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba

SAN MIGUEL 100 HABANA, CUBA

M. A. SUAREZ & CO.
(S. en C.)

Growers, Packers and Dealers in **Leaf Tobacco**

Figuras 39-41, Cable "CUETARA" Havana, Cuba

LOEB-NUÑEZ TOBACCO CO.

IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO

306 NO. THIRD STREET, PHILADELPHIA

K. STRAUS & CO.

Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

HIPPLE BROS. & CO.

Importers of Havana and Sumatra and
Packers of Seed Leaf Tobacco
Finest Retail Department in Pennsylvania

151 North 3d St., Philadelphia

For Quick Results
try The World's "Want Page"

A. Cohn & Company

Importers of Habana and Sumatra, Packers of Seed Leaf Tobacco and Growers of Georgia Sumatra

142 Water Street, . . . New York

Established 1870 Factory No. 79

S. R. KOCHER
Manufacturer of Fine Havana and Domestic Cigars and packer of Leaf Tobacco

Leading brands—"Volitta," "Quaker," Nabobs," "1-4-5," "Havana Cream," "Imperial Beauty," "Little Yara"

Correspondence with wholesale and jobbing trade invited
Factory and Offices: WRIGHTSVILLE, PA.

MANUEL MUNIZ HILARIO MUÑIZ
VENANCIO DIAZ, Special Partner

MUNIZ HERMANOS
S en C
Growers and Dealers of
VUELTA ABAJO, PARTIDO
AND REMEDIOS TOBACCO
Reina 20, Havana

CABLE: "Angel" Havana P. O. Box 98

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

E. A. KRAUSSMAN Importer of
HAVANA TOBACCO
168 Water Street . . . . . New York

SCHELTEMA & QUANJER
Importers of Sumatra and Java Tobacco
180 WATER ST., NEW YORK, N. Y.

JULIUS MARQUSEE, 141 Water Street, New York
Packer and Dealer in All Grades of Seed Leaf Tobacco
TELEPHONE 3966 JOHN

Results THE TEST OF A GOOD TRADE PAPER
THE TOBACCO WORLD GETS RESULTS

CARDENAS y CIA Cable Address, "Nasdecar"

Almacen de Tabaco en Rama

SPECIALTY—VUELTA ABAJO AND ARTEMISA

126 AMISTAD ST. HABANA, CUBA

HEINRICH NEUBERGER
Leaf Tobacco Merchant

HAVANA, CUBA—Consulado 115
NEW YORK, No. 130 Water Street BREMEN, GERMANY

CigarRibbons Largest assortment of Plain and Fancy Ribbons
Write for Sample Card and Price List to Department W

WM. WICKE RIBBON COMPANY
Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain
WOODHAVEN AVENUE, GLENDALE, NEW YORK

GEO. SCHLEGEL
22nd St. and Second Ave.,
NEW YORK

MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
AND TRIMMINGS.

CHICAGO, 105 WEST MONROE STREET,
LOUIS G. CAVA, Mgr.

SOBRINOS de A. GONZÁLEZ
Founded 1868

LEAF TOBACCO MERCHANTS

Packers of VUELTA ABAJO, SEMI VUELTA,
PARTIDO, and all varieties of Tobacco grown
———in the Santa Clara Province———

Cable Address "ANTERO"

WAREHOUSES and OFFICES
INDUSTRIA, 152, 154, 156, 158, HAVANA, CUBA

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

ERNEST ELLINGER & CO. Packers and Importers
OF HAVANA TOBACCO
Havana Warehouse, Salud 15. New York Office, 133-137 Front St.

Joseph Mendelsohn Louis A. Borneman
MENDELSOHN, BORNEMAN & CO.
HAVANA TOBACCO IMPORTERS
HABANA, AMISTAD 95 196 WATER STREET, NEW YORK

Manuel Alvarez & Co.
Importers and Packers of Havana Leaf
And Packers of Puerto Rican Tobacco
Havana Office: SAN MIGUEL 136 Puerto Rico Warehouse: CAYEY New York Office: 178 WATER STREET

E. L. NISSLY & SONS
GROWERS AND PACKERS OF
CHOICE CIGAR LEAF TOBACCO
Packing Houses: Lancaster, Florin. Main Office: Florin, Pa.

Critical Buyers always find it a pleasure to look over our samples
Samples cheerfully submitted upon request.

MILTON H. RANCK
Packer and Dealer in
Domestic Leaf Tobacco
Office: Cor. Duke and Chestnut Streets
LANCASTER, PENNA.
Packing Houses: Strasburg and Lancaster

Michaelsen & Prasse
Commission Merchants
Leaf Tobacco & Cigars
18 Obrapia Street, Havana, Cuba
Address: Cable "UNICUM" P. O. Box 28

MAXIMILIAN STERN
Havana Tobacco
Clavel No. 1, Havana, Cuba 165 Front Street, New York

ESTABLISHED 1877 NEW FACTORY 1904
H. W. HEFFENER & SON
Steam Cigar Box Manufacturers
AND MAKERS OF
Patented Wire Bound Shipping Cases
HOWARD & BOUNDARY AVE. YORK, PA.

HEYWOOD, STRASSER & VOIGT LITHO. CO.

26TH STREET & 9TH AVENUE, NEW YORK

MANUFACTURERS OF

CIGAR BOX LABELS
BANDS AND TRIMMINGS

WESTERN OFFICE,
167 W. WASHINGTON ST. CHICAGO, ILL.

PHILADELPHIA OFFICE,
420 DREXEL BUILDING.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Established 1834
WM. F. COMLY & SON Auctioneers and Commission Merchants
27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

Havana Warehouse Monte 167 — Telephone John 1942
M. LOPEZ & CO.
Formerly of
CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJO TOBACCOS **90 Wall St., New York**

THE MOEHLE LITHOGRAPHIC CO
CLARENDON ROAD & EAST 37TH ST. BROOKLYN, N.Y.
CIGAR LABELS & BANDS
BRANCH OFFICE
170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR LABELS OF HIGHEST QUALITY — CIGAR BANDS, SHOW CARDS, FOLDING BOXES, ETC.
WM. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS
FOR THE
CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST
EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY

These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in THE TOBACCO WORLD. :-: No bogus Advertising admitted.

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IRREGULAR PAGINATION

HEYWOOD, STRASSER & VOIGT LITHO. CO.

26TH STREET & 9TH AVENUE, NEW YORK

MANUFACTURERS OF

CIGAR BOX LABELS
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INTENTIONAL SECOND EXPOSURE

LOOK FOR THIS SEAL

When you buy clear Havana cigars, if you want to increase your trade and your profits.

Hundreds of thousands of smokers have learned to demand "Cuesta-Rey" cigars, sold only under the seal of "The Truly Spanish House". Every month more than two million of these cigars are distributed throughout the country.

The smoker of good cigars buys for QUALITY. He soon learns to buy cigars sold under this seal. The transient customer becomes a permanent one after he has smoked a "Cuesta-Rey".

Don't wait for your trade to ask for them, stock "Cuesta-Rey" cigars, *now*.

Tampa Cuesta, Rey & Co. Havana

FIFTY SIX
CIGARETTES
MADE IN AMERICA OF THE
"HIGHEST GRADE TURKISH TOBACCOS"
- NO OTHER INGREDIENTS -
CADO CO. INC. NEW YORK, N. Y.

BACHIAS
Havana Cigars
For Men of Means
Renowned for Uniformity

IDENTIFIED BY THE GREEN AND GOLD BAND
R. A. BACHIA & CO.
47 West Sixteenth St. New York

There's No Denying the Fact

Tremendous is the only adequate expression we can use when mentioning the demand for "BOLD" cigars. We are not making our statement too strong when we say "BOLD" cigars have the largest demand in nearly every territory where they have been sold.

Unquestionably
BOLD
IS
"Above All"
The Nickel Cigar That's Miles Ahead

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THE TOBACCO WORLD

SEPTEMBER 1st
1915

Leading Features

Plans for International Exposition Tobacco Day Are Nearing Completion

Cigar Production Shows Big Decrease During Fiscal Year of 1914-1915

Yahn & McDonnell Store in the New Widener Building a Big Hit

Louis Biel, Prominently Identified with "United" Stores, Dead

Philadelphia Stores Features "Subway" Cigars

Lancaster County Growers Inspect Tobacco Crop

Trade Letters of Vital Interest from All Sections

Latest Reports from the Cuban Market

Latest News of the American Leaf Tobacco Markets

Registration of New Brands of Cigars, Cigarettes, Tobacco, Etc.

ESTABLISHED 1881

Vol. XXXV No. 17

PUBLICATION OFFICES: 236 Chestnut Street, Philadelphia

F. C LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue

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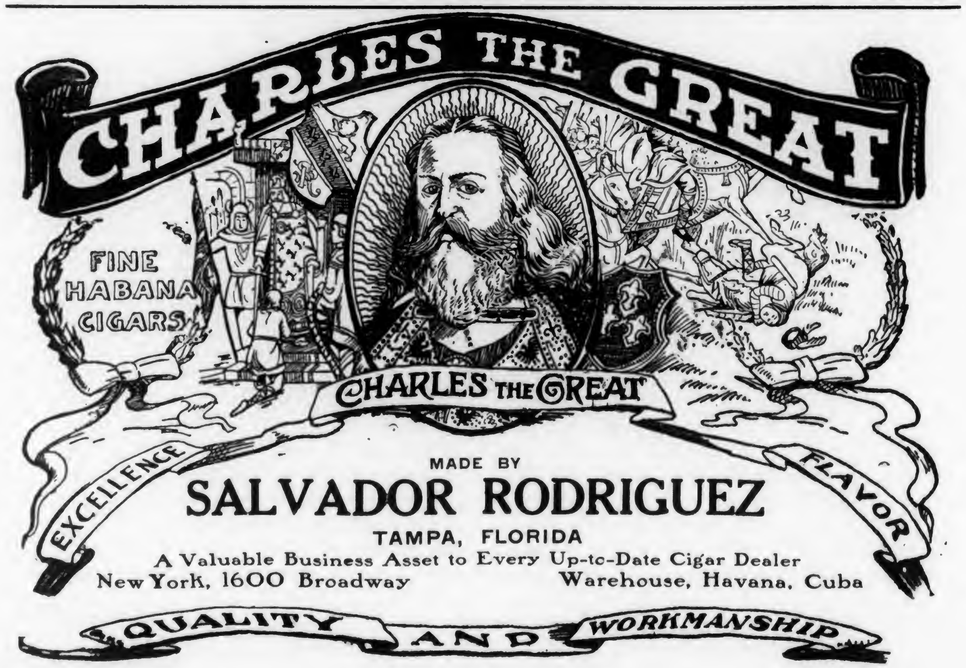

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SALVADOR RODRIGUEZ

TAMPA, FLORIDA

A Valuable Business Asset to Every Up-to-Date Cigar Dealer

New York, 1600 Broadway Warehouse, Havana, Cuba

Flor de Jeitles

CLEAR HAVANA CIGAR

5¢

JEITLES & BLUMENTHAL, Ltd.

PHILADELPHIA.

ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER

CLEAR HAVANA

CIGARS

Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.

NEW YORK CITY

Know "What's What" in Clear Havana Cigars

ELISARDO

CLEAR HAVANA CIGARS

BALBIN BROS

TAMPA, FLA.

¶ One brand that will "repeat" is worth a dozen that won't. Stock "ELISARDO" cigars and watch your sales grow.

¶ A bonded factory, Vuelta Abajo tobacco and skilled workmen are reasons why "ELISARDO" cigars are in demand.

¶ Get acquainted with "ELISARDO" and know "what's what".

BALBIN BROS., INC.

TAMPA, FLORIDA

TWO NEW SIZES

SINTOMA

10c CIGAR

Blunt and Club, in the popular 10-top $\frac{1}{20}$-packing. Same real Portuondo quality at the right price. . . . . .

Juan F. Portuondo

Cigar Mfg. Co., Philadelphia

The Original and Genuine

Central Union

Smoking Tobacco in a New Cut

Packed in a Pocket-proof Package

1½ ounces—5 cents

United States Tobacco Co.

RICHMOND, VA.

For Gentlemen of Good Taste

San Felice

CIGARS

The Deisel-Wemmer Company

LIMA, O.

F. C LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

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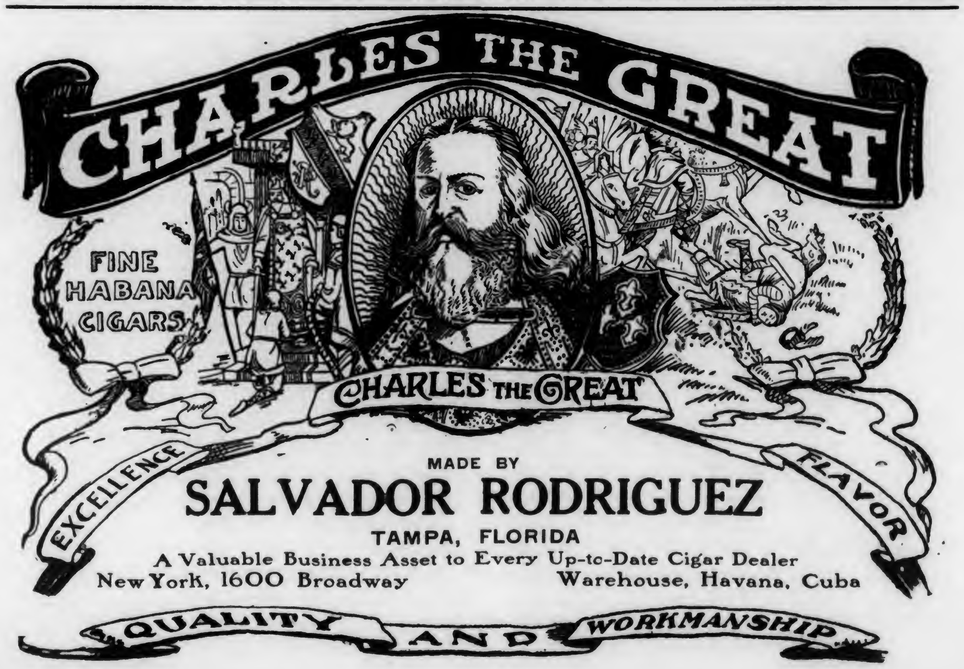

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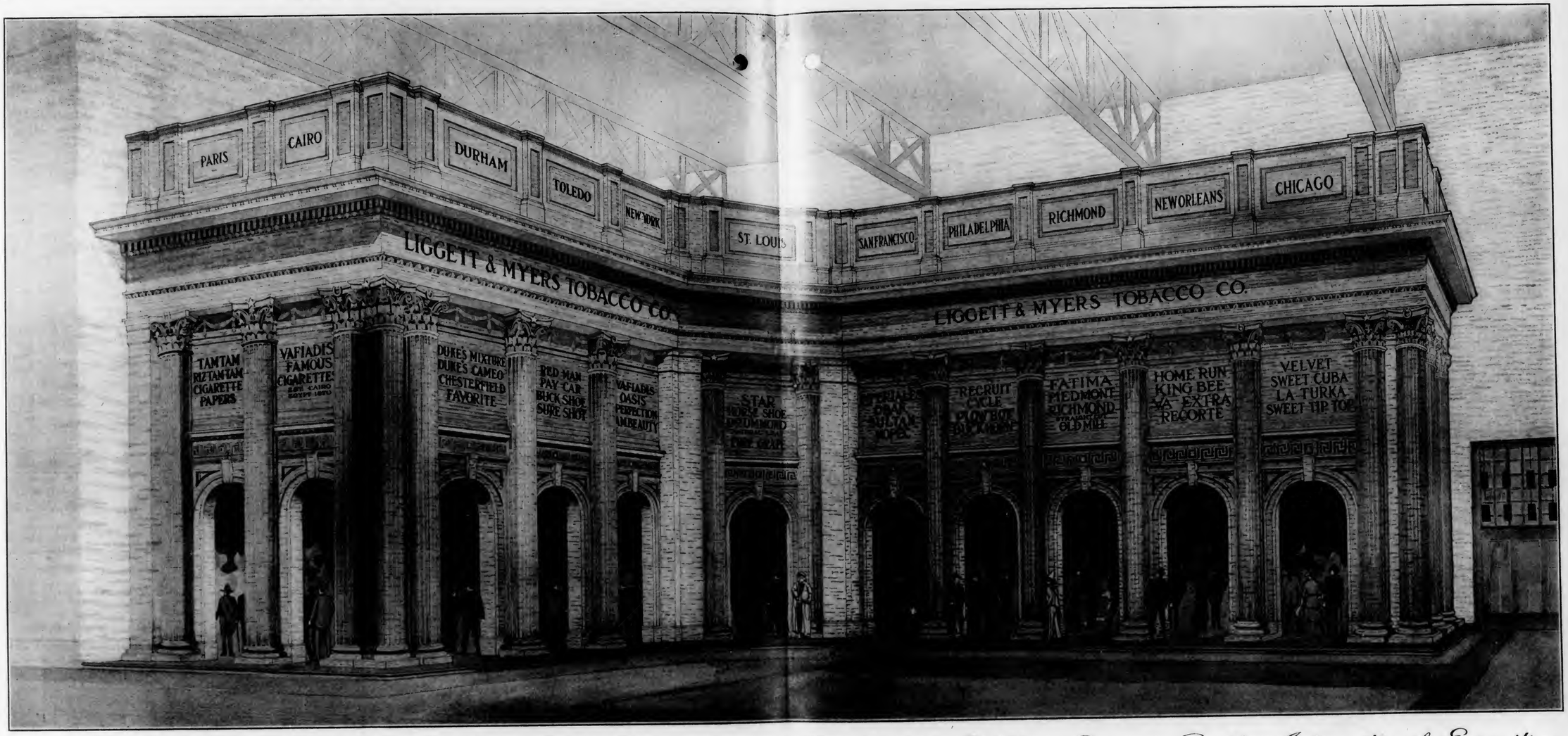


This is the Exhibit of the Liggett & Myers Tobacco Company in the Food Products Building Panama Pacific International Exposition and it is the first general exhibit of standard Tobacco Products that has ever been made. You will find much of uncommon interest here, and are cordially invited to make this exhibit your meeting and resting place when visiting the Exposition. Come and bring your friends

Liggett & Myers Tobacco Co.

The Exceptional Cigar

BUSTILLO BROS. & DIAZ, Inc.

GENERAL OFFICES

267 Fourth Avenue **New York City**

Quality Paramount

CELEBRATED

H. UPMANN CIGARS

H. UPMANN HABANA

Strictly Independent Manufacturers

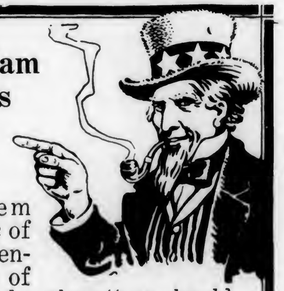
CHAS. LANDAU

Sole Agent for United States and Canada

82 Wall Street - New York

Board of Trade Bldg., Montreal, Canada

Uncle Sam says this never Fails



"Get 'em to try *one* of The Big Ten-Cent Tins of Union Leader: then "you should worry" and count the dimes.

"The fine sweet Kentucky Burley in the *big* tin is a combination that just draws 'em back for more and MORE and MORE."

For Pipe or Cigarette

UNION LEADER

REDI-CUT

P. Lorillard Company **Established 1760**

Clear Havana Cigars

Lopez Hermanos

Makers

New York Office: **250 Fourth Ave.**

Factory: **Tampa, Fla.**

Over 1000 Dealers in New York During 1914 Stocked

MI FAVORITA

CLEAR HAVANA CIGARS

The flower of perfect tobacco manufactured in bond has maintained "Mi Favorita" Clear Havana Cigars at the forefront of all brands. Quantity shipments from factory.

MI FAVORITA CIGAR CO., Inc.

Key West, Fla. 529 West 42nd Street, New York

"The Park & Tilford Standard"

HONESTLY ADVERTISED NOT MISLEADING

LA SARAMITA

Broadleaf Wrapped Havana Cigars

Real Havana Tobacco Skillfully Blended

Pre-eminent by Comparison

THE SHIELDS-WERTHEIM COMPANY, Cleveland

Maintain Your Efficiency

By Smoking TUXEDO—The Mildest, Pleasantest Tobacco Made

FOLKS are talking physical efficiency in modern business life. The idea is, that modern business keeps a man just about as occupied as the fabled one-armed paperhanger with the hives. And if you want to join in with the Gimp Bros. and travel with the Pep and Ginger crowd, you want to cut out a lot of things that make your day's work go wrong.

Take the item of smoking, for instance. It's much better not only for *you* but for your *job* if you smoke a light, soothing pipe tobacco like Tuxedo. Get a pipe and try Tuxedo awhile. You'll see the difference.

Your whole efficiency make-up will respond right away to the gentle and cheering influence of Tuxedo.

ARTHUR LUCK
Conductor of the Philadelphia Harmonic Orchestra, says:
"Tuxedo is easily my favorite smoke—giving greater fragrance, mildness and coolness than I have found in any other tobacco. Never stings or bites the tongue. Tuxedo doubles my enjoyment of pipe smoking."

WILLIAM COLLIER
Popular comedian, recently starring in "A Little Water on the Side," says:
"My pipe is always Tuxedo-filled. I tried other tobaccos before I discovered Tuxedo. Now there IS no other."

A. H. GRIFFITH
Director of Detroit Museum of Art, and Lecturer, says:
"Like Omar I sometimes wonder what the makers of Tuxedo buy, one-half as precious as the stuff they sell. It's the greatest ever."

JAMES R. HAYES
Owner and Manager of the Wayne Hotel, Detroit, Mich.; Park Hotel, Hot Springs, Ark., and Park Hotel, Sault Ste. Marie, says:
"Sports afield and afloat appeal to me, but the day would not be wholly enjoyable without the evening pipe of Tuxedo, my favorite smoke."

VICTOR P. ARNOLD
Member of the Chicago law firm of Northrup, Arnold & Fairbank, says:
"After a battle in the courtroom, there is nothing like retiring to your private office, sitting back in your chair with your feet on your desk and enjoying a fine smoke of Tuxedo. It is immense!"

PATRICK H. O'DONNELL
A prominent lawyer of Chicago, says:
"A canvass of my friends would show that Tuxedo is most popular with them. Many say it is the only pipe tobacco."

Tuxedo

The Perfect Tobacco for Pipe and Cigarette

gives you this moderate and reasonable refreshment because it is primarily a pure, light, mild selection of the highest grades of Kentucky Burley tobacco.

Tuxedo can't bite your tongue. It can't irritate you in any way. There's no drag or sag in it. Simply pleasant, whiffable, aromatic, easy smoking.

Tuxedo has all these splendid qualities because it is made by the *original* Tuxedo Process of treating Burley leaf. Many other manufacturers have tried to *imitate* the Tuxedo Process—but never succeeded. Hence there is no other tobacco "just as good."

If you've tried the imitations, just try the *original*. At the end of one week you'll find yourself in line with the thousands of famous business men, lawyers, doctors, ministers, singers, athletes, who endorse Tuxedo as the one perfect tobacco.

YOU CAN BUY TUXEDO EVERYWHERE

Convenient Pouch, *innerlined* with moisture-proof paper . . **5c**

Famous green-tin, with gold lettering, curved to fit pocket **10c**

In Tin Humidors, 40c and 80c
In Glass Humidors, 50c and 90c

FLOR DE
MELBA
THE HIGH NOTE OF QUALITY

THE cigar that is giving dealers big business everywhere.

In quality of tobacco and workmanship FLOR DE MELBAS are equal to the finest imported cigars.

A full line of MELBAS in your store is a credit to your business judgment

All sizes 3 for a quarter to 25c. straight

Place them in stock at once and watch them repeat. If your jobber cannot supply you write to us.

I. LEWIS CIGAR MFG. CO.
NEWARK, N. J.
The Largest Independent Cigar Factory in the world.
MELBA BANDS ARE REDEEMED AS TWO PROFIT SHARING VOUCHERS

LIPSCHUTZ'S
44
CIGARS

"44" Cigar Co. Philadelphia

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla.
New York Office: 203 W. Broadway

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
401-405 E. 91st Street, New York

G. S. Nicholas & Co.
41 and 43 Beaver Street, New York
DIRECT IMPORTERS of the highest grades of Cigars manufactured by the
Independent Factories
of Havana
all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.
Price List Mailed Upon Request.

BAYUK BROTHERS

FIVE CENT CIGAR
PHILADELPHIA

DIAMOND JOE CIGAR FACTORY
ESTABLISHED 1860

Charles Denby
BEST THAT SKILL, ENERGY AND MONEY CAN PRODUCE
H. FENDRICH, Maker, EVANSVILLE, IND.

5c CIGAR

Made at our Newark, N. J., Factories

ROCKY FORD

HAND MADE - NICKEL CIGAR

We also manufacture at our several Pittsburgh factories, a very attractive and extensive line of cigars and stogies to retail at 2 for 5 cents, and 3 for 5 cents. Our leaders

"FAMOUS" and "FLAG HEADS"

Write for full information

UNION AMERICAN CIGAR CO.

General Offices. PITTSBURGH, PA.

THE

Key West Cigar Factory

Factory No. 413, KEY WEST, FLA.

Office and Salesroom:
43 to 47 W. 33d St., New York

"LA MEGA" *MADE IN BOND*

HAVANA CIGARS OF THE HIGHEST QUALITY AND BEST WORKMANSHIP

V. Guerra, Diaz & Co., Tampa, Fla.

COPENHAGEN

Chewing Snuff

We guarantee Copenhagen Snuff is now and always has been absolutely pure.

It is made of the best, old, rich leaf tobacco. The Snuff Process retains the good of the tobacco and expels the bitter and acid of natural leaf tobacco, making Copenhagen the **World's Best Tobacco for Both Chewing and Snuffing.**

Whenever a dealer has any difficulty in obtaining his supply of Copenhagen Chewing Snuff satisfactorily, we will help him if he will write us.

WEYMAN-BRUTON COMPANY

50 Union Square North New York, N. Y.

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE 222 PEARL STREET NEW YORK
FACTORY TAMPA FLORIDA
WAREHOUSE LEALTAD 129 HAVANA

Graham Courtney

"MILD HAVANA BLEND"

They Lead the Leaders

26 SIZES

Acker, Merrall & Condit Company

135 West 42nd Street, New York

HAVANA CIGARS

ROMEO Y JULIETA

The Leader in all the World's Markets

U. S. Representative: Wm. T. Taylor, 93 Broad St., N.Y. City.

Fancy Cigar Boxes

made by

Henry H. Sheip Mfg. Co.

Columbia Ave. and 6th St.

PHILADELPHIA

Why Is It Necessary To Advertise the Imported Sumatra?

The REASON:

American Sumatra Tobacco

Grown by

AMERICAN SUMATRA TOBACCO CO.,

142 Water Street, New York

A STEADILY INCREASING DEMAND FOR

"MAGALLANES"

Tells the story of this QUALITY Manila brand from La Flor de Intal factory.

Government supervision and inspection, fine tobaccos and skilled workmanship make "MAGALLANES" the leading Manila cigar of QUALITY.

Exclusive territory may be had by jobbers on certain other La Flor de Intal brands. Delay means lost trade and lost profits. If you want to build your business, send a post card to

SIDNEY J. FREEMAN, 123 LIBERTY STREET NEW YORK CITY

UNITED STATES REPRESENTATIVE of La Flor de Intal Factory, Kuenzle & Streiff, Inc.

Mr. Merchant why buy calendars, etc., to have them reach the waste basket when you can secure this **Metal Smoking Set Finished in Brass** at the price of an ordinary calendar?

This article has a cigar holder, ash tray with rest, and a safety match box holder with your **Advertisement** always before the smoker.

Price per hundred, $16.50; in lots of three hundred $15.00 per hundred. Sample by mail, 25c., also catalogues.

ARTCRAFT COMPANY, WASHINGTON, NEW JERSEY.

GIRARD

14 SIZES

10¢ AND UP

Where Quality Counts, ROIG'S and GIRARD Cigars are Foremost

ESTABLISHED 1871

MADE RIGHT IN PHILADELPHIA

Antonio Roig & Langsdorf, Philadelphia.

ROIG'S 5¢ CIGAR

Kings Club

Clear Havana-Made in Tampa

A Favorite with the BEST Cigar Stores Restaurants Hotels and Clubs

Manufacturers

PEDRO CASTRO & CO., Tampa, Fla.

New York Distributers

LOUIS G. SMITH & CO., 52 Beaver Street

M. MELACHRINO & CO., Inc.

EGYPTIAN CIGARETTES

You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

GRAND DEPOTS OF M. Melachrino & Co., Inc. { London, 8 Regent St., S. W. / Capetown, South Africa } Calcutta, 10 Government Place / Alexandria, Rue Chanif Pacha } CAIRO, Head Office and Factory / Hamburg, 18-20 Grosse Backerstrasse

AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD PRICE LIST UPON APPLICATION

214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXV. PHILADELPHIA AND NEW YORK, SEPTEMBER 1, 1915. No. 17.

TOBACCO DAY ONE BIG EVENT FOR THE INTERNATIONAL EXPOSITION

World-Wide Participation Expected on October 16th—San Francisco Tobacco Men Plan Hearty Welcome for Trade Visitors—Those Who Expect to Attend Should Notify Committee

PLANS are fast developing to make Tobacco Day at the Panama-Pacific International Exposition in San Francisco, on October 16th, a never-to-be-forgotten event in the history of the industry, and by means of an international participation in the event to call to the attention of the lay public the world-wide importance and interest of the tobacco trade.

Early advices received by the committee in charge indicate that tobacco growers and manufacturers from all tobacco growing countries will meet this year on a common plane. There will be delegates from the Philippines, Cuba, Mexico, Guatemala, South America, Persia, Turkey, India, the Dutch East Indies, to meet with delegates from every tobacco section of the United States. Not only do the very extensive international tobacco displays at the Exposition render a visit to the giant exhibition a matter of extraordinary interest to all tobacco men, growers, manufacturers and retailers, but the fact that in all probability an exposition upon the scale of that at San Francisco will probably not be held during the lifetime of those of the present generation, is serving to attract many who might not otherwise take part in Tobacco Day. It is realized that owing to the European war it is extremely improbable whether the great nations, individual exhibitors, or associations of exhibitors, would feel able to participate in an international exposition upon the great scale that they have at San Francisco. It is probable, experts associated with the administration of former world's expositions assert, that it will be twenty-five or thirty years before another great universal exhibition could be successfully staged.

Those interested in the tobacco trade are not only cordially invited to take part in Tobacco Day on October 16th, but are urged in the interests of the tobacco industry to attend, even though their attendance may involve the sacrifice of something that for the time being seems most necessary. Tobacco men of San Francisco and vicinity are planning a royal welcome to their brothers in the industry and their families during the great conclave of those associated with the industry. The tobacco trade is not unimportant in San Francisco and embraces many leading figures in the business world. The district pays one-half million dollars annually in internal revenue.

The committee on arrangements, known as the Tobacco Day Association, has opened a headquarters in San Francisco with the view of perfecting all arrangements far in advance of Tobacco Day, and all those planning to attend are invited by the committee to correspond with W. J. O'Brien, Pacific Building, corner Fourth and Market Streets, San Francisco.

Tonawanda Tobacconist Files Petition

Edward L. Niebergall, a Tonawanda cigar and tobacco dealer, has recently filed a voluntary petition in bankruptcy. He lists his indebtedness as $1423.20 and his assets at $703.07.

DECREASE IN CIGAR PRODUCTION SHOWN IN FISCAL YEAR REPORTS

During 1914-1915 Cigars Fall Off 612,709,907—Cigarettes Show an Increase of 330,809,776—Little Cigars and Manufactured Tobaccos Also Slump

THE preliminary report of the Commissioners of Internal Revenue for the fiscal year 1914-1915 shows a decrease in the ordinary collections from tobacco of $2,515,882.50, while the decrease in the collection of ordinary revenues from distilled spirits, tobacco and fermented wines, as compared with the fiscal year 1913-1914, totals $25,906,291.58. The special taxes, however, reduce the deficit in the total collections from tobacco, over the previous year, to $29,266.14.

The following is a comparative statement showing the quantities of cigars, little cigars, cigarettes, snuff and manufactured tobaccos upon which Internal Revenue taxes were paid during the fiscal year 1914-1915:

	1914	1915
Cigars weighing more than 3 pounds per thousand	7,670,832,230	7,058,122,323
Cigars weighing not more than 3 pounds per thousand	1,036,793,000	972,263,280
Cigarettes weighing more than 3 pounds per thousand	17,418,880	15,703,061
Cigarettes weighing not more than 3 pounds per thousand	16,409,667,136	16,740,476,912
Snuff	32,766,741	29,839,074
Tobacco, manufactured, of all descriptions	412,505,213	402,474,425

Comparative statement showing the receipts on Internal Revenue taxes from the following:

	1914	1915
Cigars weighing more than 3 pounds per thousand	$23,012,496.69	$21,174,366.97
Cigars weighing not more than 3 pounds per thousand	777,594.75	729,197.46
Cigarettes weighing more than 3 pounds per thousand	62,707.97	56,531.02
Cigarettes weighing not more than 3 pounds per thousand	20,512,083.92	20,925,596.14
Snuff of all descriptions	2,621,339.30	2,387,125.95
Tobacco, manufactured, of all descriptions	33,000,417.05	32,197,939.64

"Elisardo" a Popular Clear Havana Brand

Buyers of clear Havana cigars find that among the popular brands, "Elisardo," made by Balbin Brothers, Inc., of Tampa, stands well in the front. This brand has stood the test of pleasing the smoker and "repeat" sales have made it a profitable cigar for the dealer to keep in stock.

The best of Cuban tobaccos, expert workmen and Government supervision in a bonded factory tells the story of this well made and popular cigar. The delightful aroma given off by the cigar has won it a large following, while the even burn, the quality of the tobacco and the excellent appearance of the brand assures satisfaction and a continuous demand.

In contemplating fall and holiday business, the progressive merchant with an eye to increased business and growing profits, will not fail to place orders for "Elisardos."

T. W. Ball, who represents the J. F. Portuondo Cigar Manufacturing Company, 1110 Sansom Street, left Denver last week after a successful campaign, and will move toward the Pacific Coast.

IRREGULAR PAGINATION

Los Angeles

Collections Bad and Jobbers Plan Lower Discount—Morris Burke Back From Philadelphia—Independent Retailers Plan Another Cigar Day Banquet

Los Angeles, Cal., August 23rd.

LAST January, the "wise guys" of the cigar trade predicted an alarming falling off in the volume of business. Everything at that time portended such an occurrence—the special taxes brought on by the European conflict having no little bearing on matters. Many of this city's heretofore prominent retailers have been forced from business due to the general depression that seems to have struck not only Los Angeles, but the entire country.

A report has been circulated today that the jobbers of this city had held a meeting among themselves presumably for the purpose of abandoning the 3 per cent. discount on cigars in favor of a 2 per cent. discount. M. A. Gunst was the first to make such a move, having notified the trade to that effect on the 16th inst. Collections being slow is the only reason for such a move. It will result, many say, in a decrease of business for the jobbers with a perpetual rise in costs of running their business.

Morris Burke, representing Luckett-Luchs-Lipscomb and their lines of "Reynaldo" and "Vesta" cigars on this coast, has just returned from a trip East, during which he visited his factories. He stopped over in North Dakota long enough to make a few placements of "Reynaldo" and "Copyright" cigars—the latter being manufactured by Luckett-Luchs-Lipscomb and one of the largest sellers in the five-cent line on the Pacific Coast. It is handled and distributed in this territory by Woodward-Jones-Johnson Cigar Company. Mr. Burke also obtained control of the Coast for "Molotok" genuine Russian cigarettes, manufactured in Philadelphia, Pa., by the Russian Import Company. He already has the line placed in some of the select clubs and cafes. Mr. Burke is using a great deal of discretion in placing this line of cigarettes, as it is a cigarette that appeals to the most fastidious of cigarette connoisseurs.

The "Mozart" Havana cigar, manufactured by E. M. Schwartz & Company of New York, is being extensively advertised here. At present there are twelve distinctive window displays of "Mozart" cigars in this city, and the merchants report a very good sale.

"Banderos" cigars (Jose Lovera Company) are experiencing a steady increase in sales each day in this section. Ike Wentworth, representing Jose Lovera Company on the Coast, is having a number of beautiful window displays showing the two sizes of "Banderos" made by the above-mentioned firm.

I. I. Hess, Coast representative for A. Santaella & Company, and "Optimo" cigars, was a recent visitor here. Mr. Hess reported business as being favorable all along the Coast.

Haas-Baruch & Company are pushing "El Roi-Tan" cigars hard. This is the new line taken on by this house. They report business satisfactory.

The Independent Retail Cigar Dealers' Association of Southern California have nearly reached that grade where smooth sledding is expected. Ever since the organization's reorganization, matters have been handled with despatch by these tactful officials: Guy Yonkin, president; Al. Finkenstein, secretary; I. Weinberger, treasurer. They all work in harmony. When they go after a thing it is just as good as settled.

The Association has done a world of good to the small independent retailer. It has brought all retailers together and in such a body that matters bearing on the retail trade can be discussed and remedies expounded where needed.

At a recent meeting of the members, National Cigar Day, October 12, 1915, was discussed. The advisability of giving a banquet in celebration of the holiday, such as was given last year by the Association, was voted on and carried. A Banquet Committee was forthwith appointed, those on the committee being: Morris Burke, chairman; I. Weinberger, Robert Grayson, Harry Phillips, C. F. Mickley, L. L. Kahn, Day Elmore, Lester Wilson. An elaborate programme is being concocted for the entertainment of the thousand or more cigar men expected at the banquet.

Another young one has arisen from the ranks. This time it is Ross Winans, formerly head of Klauber-Wangenheim's shipping department—now city salesman for the above firm. A good move, I say.

Jack Dominguez, boosting the California Cigar Company's lines, is meeting with a great deal of success.

Colonel James Snow, with Woodward-Jones-Johnson, is working hard on "Vestas," their new ten-cent and two-for-twenty-five-cents seed and Havana line, manufactured by Luckett-Luchs-Lipscomb, of Philadelphia.

"Egyptian Luxury" cigarettes are put up in a neat package now, with increasing sales as a result.

Harry Rinaldo is here working on "Ruy Lopez," which he has just placed with Klauber, Wangenheim & Company.

The Klingenstein Company are advertising Eisenlohr's "Cinco" all over their territory. Mr. Sam Friend, of the firm, just returned from the San Francisco and Oakland territory, where he has placed "Cincos" with practically all principal retailers.

George J. Yocum, of Yocum Brothers, is here advertising "Y-B" and "Spana Cuba" cigars.

"Webster" Directors are the big sellers with the Klingenstein Company. They have placed an attractive display of "Websters" in the window of the Los Angeles Wine Company, 430 South Spring Street.

Mr. and Mrs. J. B. Bonhaus have just left for a trip to the San Francisco Fair. They will be gone two weeks.

Charles Smith, city salesman for Klauber-Wangenheim, is working in conjunction with Harry Rinaldo on "Ruy Lopez" cigars, and through his efforts many orders are being received.

Los Angeles Kid.

Prosperity Seen by Manufacturers

The country's business men are looking forward to prosperity this fall, if a poll of 163 manufacturers, taken by the "Factory Magazine," is a criterion. The poll was made among manufacturers of Philadelphia, New York, Chicago, Boston, Buffalo, Cincinnati, Cleveland, Detroit, Pittsburgh and Worcester. They were asked:

"Will you state candidly your opinion of probable business conditions in your line this fall?"

The answers tabulated were as follows:

Exceptional—Forty.
Fine or above normal—Twenty-three.
Good—Sixty.
Normal—Seven.
Fair and fairly good—Eighteen.
Nearly normal—Three.
Doubtful and watchfully waiting—Four.
Dull and poor—Seven.
Much below normal and very poor—One.

Put in another way, 24.5 per cent. of those who answered the inquiry look upon business prospects as exceptional, 14.1 per cent. as above normal, 36.8 per cent. as good, 4.3 per cent. as normal and the rest varied in their answers.

One of the Recent City Displays on "Subway" Cigars

The recent campaign in Philadelphia on "Subway" cigars has been very productive according to the manufacturers, I. Lewis & Company, due in large part to the many attractive window displays. The one above appeared in the store of M. Davidson, Spring Garden and Franklin Streets.

Capital City Tobacco Company Man Optimistic

T. B. Lewis, the popular salesman for the Capital City Tobacco Company, Atlanta, Ga., has returned to Atlanta. He has just finished a trip of several weeks through the central and northern part of Georgia, and is feeling decidedly optimistic about the business of the future. "I find that merchants generally are more confident of the future. They are not buying in large quantities, but they are buying steadily, and paying their bills, and many of them are in really better shape than they were a year ago. In fact, they have just about gotten down to a good sound business basis now. Everywhere I have been I have found the greatest crops Georgia has ever produced. Not only cotton, but all kinds of grain, seems to be in abundance. That ought to make everybody feel good. Then the surplus crop—potatoes, peas, sugar cane and the like—seems to be much heavier, and the people are learning to raise the stuff they need for their sustenance. That's a good token. The only thing that stands between us and real prosperity is the price of cotton."

Mr. Lewis is giving his particular attention just now to "Parex" cigars.

Wesleyan Methodists Balk at Tobacco Ban

The recent Michigan Conference of the Wesleyan Methodist Church held at Hastings, Mich., balked at making the use of tobacco a test of church membership. When the question was brought to a vote there was much opposition shown and the proposed amendment was defeated by a vote of 37 to 8. Only one minister was included among those who favored the forbidding of church membership after January 1, 1917, to those who used tobacco in any form.

Connecticut Tobacco Harvest at Height

E. Hartford, Conn.

The tobacco harvest is at its height in this section and a large number of the fields are beginning to look bare again. Many unemployed men have obtained jobs on the farms; experienced men are few, but there are more men seeking work this year than in previous years. Extra cars are used morning and evenings to take the men from the fields to their homes, a large number of the men living in Hartford. Some of the plantations use automobiles in transporting the men to the trolley lines. The crop is turning out much better than was at first expected and a number of the growers who added to their acreage this year, found at the last moment that they are not going to have room enough in their sheds to hang all the crop and a number of the local contractors report that they have several hurried jobs on hand at the present time for more shed room; in some cases new sheds are being erected, in others one or more bents are being added to the present sheds.

Marquette Has Sanitary Cigar Factory

Marquette boasts of one of the finest equipped and most sanitary cigar factories in the State of Michigan. A. Liebershal, the owner, has his factory located on West Washington Street, where his employees are turning out about 40,000 high-grade cigars each month. It might be said that Mr. Liebershal is the only one who has made a success of the cigar manufacturing business in Marquette, but with his twenty-five years of experience in this business and keeping the idea in view that "only the best" was good enough for the smokers of Marquette, he says he found it easy to make his factory a permanent institution.

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CIGAR MANUFACTURERS' ASSOCIATION OF AMERICA
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JOSEPH B. WERTHEIM, 81st and East End Ave., M'hatt'n, N. Y..Treasurer
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J. A. BLOCK, Wheeling, W. Va. ..... President
WOOD F. AXTON, Louisville, Ky. ..... Vice-President
RAWLINS D. BEST, Covington, Ky. ..... Secretary-Treasurer

It should be most gratifying to the cigar manufacturers of this city to know that the reputation of Philadelphia-made cigars is known and appreciated throughout the country.

Made-in-Philadelphia

A New York salesman was recently heard to say: "When it comes to nickel cigars, the fellow in Texas is an example,—he wants a Philadelphia-made brand."

A Chicago representative for a house in this city making ten-cent and up cigars recently wrote his firm: "Made-in-Philadelphia works like magic out here; I don't always make a sale, but I do get a hearing which you would realize is a great deal if you knew some of these fellows."

Philadelphia-made cigars have established a reputation, the jobbers and dealers acknowledge it, and the orders from the salesmen prove it.

Many of the five- and ten-cent brands made in this city have been sold for a generation, some longer, but all have maintained their standard of quality and see to it that their cigars give full tobacco value for the price.

The fortunes accumulated in the cigar business have been made on a volume of business with a small margin of profit.

Trade Jottings

Good business is reported by the S. R. Moss Cigar Company, of Lancaster, Pa.

C. W. Saunders was in this city last week looking after the interests of the Cortez Cigar Company.

"Bodad," manufactured by Gans Brothers, is now being distributed by M. Fritz Sons, St. Louis, Mo.

The Beaver Street store of Louis G. Smith, New York City, recently featured "Kings Club" cigars, manufactured by Pedro Castro & Company.

"Tiger," retailing ten for five cents, is the title of a new cigarette, being introduced in Cincinnati, Ohio, territory by the P. Lorillard Tobacco Company.

The Cruickshank Cigar Company, Mitchell and Whitehall Streets, Atlanta, Ga., are featuring "La Preferencia" cigars, manufactured by Boltz, Clymer & Company.

The United Cigar Stores Company recently opened its seventh store in Rochester, N. Y. The latest stand is located at Clinton Avenue North and Central Avenue.

The complete line of the G. J. Johnson Cigar Company, Grand Rapids, Mich., has been taken on for distribution by Ed Leiblein, wholesale grocer at Hancock and Calumet Streets, Detroit, Mich.

On September 1st, according to a recent announcement, the American Tobacco Company will open a premium station in the Hippodrome Building, Main Street, Buffalo, N. Y., for the redemption of coupons packed with the company's products.

Having purchased the unexpired lease of C. W. Kriel for the cigar privileges of the English Hotel, Indianapolis, Ind., the Schatz Importation Company, of that city, announce that in all probability possession will be taken about October 1st.

The Stickney-Hoelscher Cigar Company, St. Louis, Mo., have leased the premises at 407-409 Olive Street, St. Louis, Mo., and will occupy the same following the completion of alterations, which it is expected will be not later than October 1st.

Excellent business is being done on the "44" cigar, manufactured by the "44" Cigar Company, Philadelphia, Pa., by the Neudecker Tobacco Company, Baltimore, Md., according to a recent statement of C. C. Helmann, vice-president and general manager of the company.

Having leased the room adjoining its present store on Fort Street, the Soper Cigar Company, Detroit, Mich., plans to combine the two rooms, thus making, when alterations are completed, one of the largest retail stores in that part of the country. Among the features planned is the installation of humidors, with a combined capacity of 100,000 cigars.

Fred J. Carruth, local sales agent for the Benito Rovira Company, New York, is making his headquarters in the Old South Building, at 294 Washington Street, Boston, Mass. Mr. Carruth recently severed his connection as manager of the cigar department of Wood, Pollard & Company, Causeway Street, to identify himself with his present connection.

Heard on Broadway

After an outing in Canada, M. W. Berriman, of Berriman Brothers, has returned to New York.

Julius Klorfein is now settled in his Broome Street factory and is preparing to care for a heavy fall demand on "Garcia Grande."

Victor Thorsch, who represents T. J. Dunn & Company in the West, is now on the Pacific Coast, where he is giving "New Bachelors" a great send-off.

Sidney Goldberg, president of Simon Batt & Company, has recently started for Havana. For the second time this year he will be seen in the Cuban market.

J. B. Rovira is now on his way through the West in the interests of the brands of the Benito Rovira Company. "La Confesion" maintains its established popularity.

Julius Lichtenstein, president of the American-Sumatra Tobacco Company, is a very busy man these days, for between the Connecticut crops and the buyers he is constantly on the move.

Attempt to Loot "United" Safe Thwarted

Shortly before daylight last Monday morning, Policeman Cohen, of the Clinton Street Station House, found two men in the act of sawing their way into the United Cigar Store at 111 Canal Street.

Liberal use of his nightstick enabled Policeman Cohen to proceed to headquarters with two young men as his prisoners.

Cohen says that he was standing outside the store and heard a scratching noise which may have been the action of a bit trying to penetrate steel. He looked into the store but saw nothing. The safe, however, was up against the wall in a position which excited his curiosity. He entered the hallway which runs alongside of the store to investigate.

As he felt his way his hand came in contact with a closet door. He tried to open it but found it held inside. He started to demolish it with his nightstick when it opened suddenly and he found himself in the midst of a scramble which was principally arms and legs. The nightstick in Cohen's hands, however, proved a reinforcement too strong for the prisoners to overcome and they were soon submissive.

Investigation showed that the men had broken into the store by sawing a hole in the hall closet which gave them entrance to the store. The safe contained about $800, which would have been a good haul. A kit of burglars' tools was found in the closet. The two men were locked up on a charge of burglary and it is believed that they will prove to have been mixed up in other robberies of "United" stores.

Big Shipments Coming for Manila Commercial Company

IN addition to 317,000 cigars shipped from the "La Yebana" cigar and cigarette factories in Manila via the "Nippon Maru" on July 20th, to the Manila Commercial Company, of New York, 150,000 were shipped via the steamship "Korea" on August 2nd, and 400,000 via the steamship "Chiyo Maru" on August 16th. The cigars in these shipments included ten-for-a-quarter, five-cent and ten-cent brands under various labels. Many of these brands will go direct to United States customers of the Manila Commercial Company.

Among the popular brands of the "La Yebana" factory are "La Yebana," "Lioba," "La Lucbana," "La Joya del Sur," "Fort McKinley," "Las Palmas," "Dos Hermanos," "La Corona Royal," "Edela," "Zulma," "Atavia" and others.

E. A. Kline a Recent New York Arrival

E. A. Kline, widely known in the cigar industry and for some time a member of the Montreal cigar manufacturing firm of Youngheart & Company, has recently arrived in New York. The European struggle has dulled the usually keen edge of Canadian business and Mr. Kline is seeking a more prosperous connection in New York, where he has several propositions to consider.

Shipments of Merriam Segars Promised in September

Merriam Segars, Inc., are now installed at 101 Spring Street, and Merriam Segars are being manufactured for shipment. It is promised that the first orders will go forward early in this month. The department heads of John W. Merriam & Company continue in their respective capacities with Merriam Segars, Inc. Isadore Weinbaum, the experienced factory superintendent of John W. Merriam & Company, retains this position with the new organization.

Max Mendelsohn Back in Water Street

Max Mendelsohn, of the Mendelsohn Company, 148 Water Street, has returned to his office after an absence of several months in the interests of the firm's popular brands. Among the big sellers are "Rigoletto," "El Symphonie" and "Decision."

Dave Saqui Puts New Nickel Brand on Market

"Little Jean" is the title of a new brand of five-cent cigars recently put on the market by Dave Saqui, manufacturer of the well-known "Jean Valjean." The new brand is a jitney edition of the latter cigar. It has caught on well wherever introduced and may be noted at a number of good stands. Quality is the foundation on which Mr. Saqui is building the reputation of this new cigar.

Jose Vega Ill at Roselle, N. J.

Jose Vega, of Garcia & Vega, who has been ill for several months, is now at Roselle, N. J., where it is hoped he will completely regain his health.

Mr. Vega has been at Saranac Lake in an endeavor to recuperate, but failing, he went to Roselle, where he is receiving the best of attention.

The Science of Business Building

By H. F. ATWOOD

WHAT there is much knowledge in the world pertaining to the how of building any business to greater and more profitable proportions goes without saying. If Herbert Spencer's definition is correct—namely, that it is organized knowledge—and if we can organize that knowledge, then we will have a science. We will have organized knowledge pertaining to the how of building any business, a science which we may name "The Science of Business Building."

Business building is the art of procuring permanent and profitable patronage. To do this involves the necessity of the possession of the power to make permanent and profitable patrons. Right here I would challenge your attention to the fact that success in life commercially hinges right there. It hinges upon the power to make permanent and profitable patrons. This is true, no matter what line of business or busy-ness one is engaged in.

Every one engaged in useful effort has a patron or patrons. In other words, every one has something to dispose of, something to sell.

The employee is selling his services; the employer is his patron. The lawyer is selling his services to his client. The physician is selling his services to his patient. The people who patronize the retail store are the patrons of the merchant. The merchants who run the store are the patrons of the jobbers and manufacturers and wholesalers. The manufacturers are the patrons of those who sell the raw material, and so it goes all along the line of life.

It is a law of economics that the price obtained for goods is materially affected ultimately by the quantity and the quality of the goods delivered. It will be a blessed old day in the business world when employees come to realize that this law relates to the sale of services just as thoroughly as it does to the sale of groceries or clothing or iron or furniture or anything else.

And so, then, everybody has a patron or patrons, and no commercial house—any retail store for instance—questions the basic truth that its power commercially depends upon the number of its permanent and profitable patrons.

There are two classes of proprietors in charge of commercial houses. One may be termed "merchants" and the others just "storekeepers."

There are two classes of employees behind the counter and on the road, one class may truly be called "salesmen," the other consists of "order takers." There is a big difference between the merchant and the storekeeper, and there is a big difference between the salesman and the order taker. I know a great many storekeepers to whose business there is no more system than there is to a dog fight. They never know exactly where they stand as to profits because they never know exactly what it has cost them to do business.

An important phase of building a business on permanent lines is the art of making each customer a repeater, and, not only that, but making him the first link in an endless chain to bring more patrons.

It is the repeaters that count. The profits on the first transaction with any given customer are often entirely absorbed through the advertising, which found and made the customer leading him to the original purchase. Or, again, in the expenses of the salesman who was sent to interview the patron. The profits on that patron, if any are to be made, must be made in future transactions.

In this connection, I wish to say that I believe in advertising as a dynamic force in the building of a business. It is the fire under the boiler of business. The man who advertises just a little, and then says that advertising does not pay, reminds me of the man who burned one match under a ten-gallon kettle of water, and then said that fire would not heat water.

We all agree in this, that other things being equal, it is the best judge of human nature who sells the most goods, no matter what his line may be, or who is the most successful in the building of a legal practice, or a medical practice, or any other branch of professional life. We know it is a great asset to the credit man, indeed to any one, no matter what niche he fills in the world's work. It is a great social as well as business asset.

I recently interviewed a very successful railroad man, a division superintendent, having under his guidance the efforts of many men. He was making a marked success. Seeking for the natural laws back of his success, I asked him to what more than to any other one thing he attributed his success. Without any hesitancy he replied as follows: "To my ability to put square pegs in square holes and round pegs in round holes; in other words, to my ability to read human nature."

And then I asked how he had acquired this ability. He answered, "By the study of human nature, and," he added, "I read everything I can find on the subject; not only read it, but study it. I study railroading, but I also study human nature, for human nature, the human being, is the most important factor in railroading."

The average business man prides himself upon reading human nature intuitively, and feels that all he learns about it must be learned in the school of life—that the knowledge which he gains in this life must needs all be gained through the channels of his own personal contact with people. This is indeed an important channel for gaining such knowledge, but it is not the only channel.

Specialists are devoting their lives to this subject of reading human nature, and the accurate classification of individuals from the viewpoint of types and temperaments.

Much of this knowledge is classified, thoroughly accurate and reliable. It has been well said that if a man is not up on a thing, he is generally down on it. And this saying applies with great force to this subject of reading human nature.

From the viewpoint of the business building salesman, the one who is engaged in the specific work of selling goods, one of his first duties, as far as his goods are concerned, is to find out all of the points which can truthfully be made concerning their merits. The road to the gaining of these points is analysis.

The true salesman is a teacher. It is, or should be, his province to teach the prospective patron concerning the merits of his goods.

What we want in salesmanship is men not of just words, words, words, but points, points, points, and each should be a pointed arrow that goes straight to the minds and the souls of men.

The day of the human windmill, the verbal cyclone and the living, talking machine are out of date in selling goods.

A great many salesmen talk too much, they tire the customer out. They talk him into buying a thing, then they actually talk him out of it again. Some talk so much that they tell all the truth concerning their goods and then some. Marshall Field was the greatest merchant of his time in the United States, and one of his guiding stars was this truth, "The man who lies to sell goods is a fool."

A great many salesmen in retail stores do not know their goods; they know almost nothing of the history of or the how of manufacture of many things which they have for sale. The time is coming, indeed, it is rapidly approaching, when the salesman—retail, wholesale, specialty or promoter—will be obliged to study each thing that he sells and to prepare his case concerning those goods for the presentation of the merits of them to the mind of the prospective purchaser, just as earnestly as the lawyer studies each case that he may be able to intelligently present the merits of that case to the judge or to the jury.

Our master mechanics are the master servants of their patrons. Our master physicians are the master servants of their patients. Our master lawyers are the master servants of their clients. Truly, the greatest among ye shall be your servants.

The profit you make is simply the pay that you get for the service which you render.

Serve each of many people, getting a little pay; in other words, a legitimate profit from each, and the total profits amount high.

The moral is, you can get so close to a thing you cannot see it, and millions of business men, employers and employees alike, get so close to the almighty dollar in their chase for it, that they not only cannot get it, but it comes to shut out the view of the world. Let those same men, with a broadened mental vision, turn their attention to the how of rendering a greater service to their patrons, and the getting of the dollar will take care of itself.

And thus do we see that while the body of business is business building, the life blood of it is salesmanship, but the heart that pumps that life blood is service. The power to serve to the end of satisfaction and profit of both the buyer and the seller. When the last count is in we shall find that the science of building any business is the science of serving the world, in the functions of that particular business, and we will find that he profits most who serves the best.

(From an address delivered at the Annual Banquet of the Ohio Retail Dealers' Association.)

Trade Jottings

Good business is reported by Marcelino Perez & Company.

E. H. Gato Cigar Company, Key West, Florida, report improving business.

The acquiring of an auto delivery car is contemplated by the Peglar Cigar Company of Denver, Col.

S. B. Horne recently called on the cigarette fraternity of Cincinnati, Ohio, in the interests of "Melachrino" cigarettes.

F. J. Gleichman, of the E. H. Gato Cigar Company, was a recent visitor to the Buffalo market in the interests of his company's brands.

Sidney J. Freeman, the well-known importer and distributor of Manila cigars, states that there is an increasing demand for these products.

After a long trip to the Pacific Coast, E. F. Rosenthal, head of the jobbing and retail branches of M. A. Gunst & Company, is back in the city.

Fire Destroys Ketchin Corporation's Tobacco

A tobacco shed on the tobacco farm of the Ketchin Tobacco Corporation in Hoskins Station, Conn., was struck by lightning during the thunder shower that passed over Simbury between two and three o'clock Thursday morning and was burned with its contents, which included about five acres of primed tobacco. Mr. Ketchin has several sheds in which charcoal fires are kept burning to aid in curing the tobacco and has a watchman on duty. Everything was all right when the watchman made the rounds at one-thirty and at three o'clock nothing was left of the shed and its contents but a few ashes. At the height of the storm the glow from the burning building was seen for many miles. The building was fully insured for $1500 and the tobacco was insured for three-fourths of its value, probably $2500.

Chase City Looks for Good Tobacco Market

Chase City, Va.

The prospects for a good crop of tobacco were never better than at present. Although somewhat later than usual, owing to the dry spring, the summer months have been generally seasonable, and, judging from appearances, hard times among the Mecklenburg farmers will soon be a thing of the past.

Last year, with a very poor crop, there was marketed at Chase City about 5,000,000 pounds, or an increase of 5 per cent. over the preceding year, when the other markets were showing a decline of from 10 to 30 per cent. This year, with the increased facilities for handling, and with good roads in every direction, it is confidently believed that there will be sold here 50 per cent. more than last.

Samples, with prices, have been received here from the markets in North and South Carolina, and judging from these, the demand for the weed will be larger and the prices much higher than last season.

What a Satisfied Customer Can Do

A peculiar characteristic of men is that once they buy an article they become walking advertisements for it.

Most people do the largest part of their buying through reading advertisements. They practically decide what they will buy and who they will buy it from, before they make their first step towards the purchase.

Once they buy, they boost.

If it is a watch, the man tells his friends what a corking good watch he has. If it is a library table, or book case, the one he buys is absolutely the best—and he can and does tell why. If it is a dresser, or a chiffonier, or a rocker, or a bed or anything else, he keeps right on selling it to himself.

That kind of a buyer is the finest kind of supplementary advertising for the retailer.

He is the customer whose buying impulse increases into a boosting impulse. He is so glad his judgment has been justified, that he wants all his friends to share his good fortune.

He is a subconscious salesman. All satisfied customers are subconscious salesmen.

Satisfaction must begin before the sale is made. The customer must be satisfied in his own mind that he is right in making the purchase.

After that, every time he sees an advertisement of the goods he feels that his judgment has been reinforced. In other words, he is clinched as a customer, and his influence for the goods is solidified.

The dealer who recognizes this, has gone a long way toward not only selling the man himself, but adding him to his "supplementary sales force."—"Printer's Ink."

Top-notch business is reported by Spietz & Worch of the Wayne Cigar Company, Detroit, Mich.

Cleveland

Fred Witte to Open Store in Automobile Section—"La Saolo" New Shields-Wertheim Brand—F. P. Shields Back From Elks' Convention

Cleveland, August 28, 1915.

JOBBERS and retailers are optimistic and are looking forward to a large fall and holiday trade. Weather conditions have been against the retail business for the past two weeks.

Fred Witte, formerly with the Louis Klein Cigar Company, has leased a store room on Euclid near Eighteenth, in the heart of the automobile section, which will undoubtedly prove a winner, as Mr. Wite is an all-around cigar man and has a host of friends in Cleveland. He hopes to have his fixtures installed, so he can open about September 15th.

Walter Bidlingmeyer, proprietor of the Electric Building cigar store, has at last fallen for the auto, and can be seen any day combining business with pleasure and out hustling for box trade.

When a man visits a fair, he usually expects to find a lot of long and short cigars sold at the different stands, but the Forest City Fair, which was held the past ten days has been an exception, as all the concessions handled nothing but popular brands, such as could be purchased at any first-class cigar store.

Clyde White, of the Glen Doan cigar store, corner St. Clair and East 105th Streets, one of the busy up-town corners, says he cannot complain about conditions, as he has had a very nice business this summer.

"La Savlo," a new five-cent brand, made by the Shields-Wertheim Company, is taking a strong hold on the trade throughout the city. They have put special efforts on this brand the past sixty days, and the results have been very gratifying.

Some very attractive window displays on "Mogul" cigarettes have been seen about town for the last thirty days.

Walter Bruening, manager of the Rathskeller cigar stand for the Fred G. Golmar Cigar Company, has been on a two weeks' vacation, and is back on the job again.

Fred P. Shields has just returned from attending the Pennsylvania Elks Convention at Erie. While down there for pleasure F. P. did not overlook any chance in the business-getting line, and incidentally booked some nice orders for "La Saramitas".

John Rowlands, who for a number of years was connected with the R. & W. Jenkinson Company, is now with the George B. Scrambling Company.

H. M. Stace has a fine window display of "La Saramitas" in his Euclid Avenue store. Mr. Stace looks forward to very good business this coming season, as the Duchess Theatre has changed from pictures to a high-class vaudeville house, and as he is located in the building, it will undoubtedly increase his business a great deal.

The "El Roi Tan" brand, handled by the George B. Scrambling Company, is getting a nice distribution throughout the city. Mr. Richardson, factory man, is here working with the different salesmen.

E. R. Hopkins, city man for the Pyle & Allen Company, reports he has had a very fine summer business and looks forward to a much larger business this fall.

Sam Cohn, of the Federal Bowling Alley, says he is enjoying a nice business, as the weather has been with him and people are bowling as much now as they do in winter. Mr. Cohn has only been in his present location about a year, and he is contemplating adding more alleys in the near future.

E. F. Malone Breaks Arm Avoiding Accident

Ed F. Malone, vice president of the Capital City Tobacco Company, Atlanta, Ga., had the misfortune recently to break his left arm just below the elbow while driving his car into Atlanta from East Lake.

The injury to Mr. Malone was caused by his effort to save a pedestrian from falling beneath his car. As Mr. Malone was driving along DeKalb Avenue, with several friends in his car, a man, whose name was not learned, stepped off a street car, which was just ahead. It was at a crossing, and the car passenger stepping out so suddenly caught Mr. Malone by surprise. The man almost fell as he stepped off the moving car, and wabbling backward was almost in front of the auto in an instant. Mr. Malone swerved his auto to the right as much as possible, and threw his left arm out to push the man away. His arm was around the framework of the top, and coming in contact with the heavy body of the man, it snapped a bone just below the elbow.

The man who stepped from the street car was not hurt, but he can thank Mr. Malone for the long chance he took in saving his life.

Tobacco Firm Complains of "Order in Council"

The firm of Rudolph, Hach & Company, Clarksville, Tenn., extensive dealers in export tobacco, has, through the secretary, Adolph Hach, forwarded to Senator Hoke Smith an elaborate outline of the effect of the British "order in council" upon the tobacco trade of this county. In this article he states that the 1914 tobacco crop was purchased at prices about two dollars lower than the preceding crop by interests not hampered by the European war. Mr. Hach portrays the seriousness of the situation as it relates to farmers; also he states that purchasers of loose tobacco, hoping for a resumption of the usual diversified demands, have held their stocks, which they could have sold only at a loss, and are now forced to continue to hold or lose heavily, and by holding these stocks are handicapped in participating in the purchase of the new crop. He states that no relief can come except by a repeal of the "order in council," and requests Senator Smith to use his influence to accomplish this end.

Senator Smith, in his reply, says he is not surprised at the situation as presented, and has anticipated just such a condition, and is surprised that the tobacco men of the country have not manifested an interest and have not protested against the British "order in council." He also recommends that senators and congressmen be communicated with upon this subject.

"Harizon" a New Syracuse Brand

J. B. Harrison, manufacturer of the famous "55" brand of cigars, has recently introduced in the Syracuse market a new cigar called the "Harizon." The cigar is also being introduced throughout the State and reports indicate that it is meeting with great success. The factory is particularly busy at this time filling orders on this new brand.

"Beech Nut" scrap tobacco has made its appearance in this market, and is being advertised very extensively in the way of window displays.

J. C. Leverance has just returned from a Southern trip in the interests of the "La Saramita" brand.

Dick Baum, better known as "The Porto Rico Kid", has been here with his family the past week.

Garry Salmon, of the Deisel-Wemmer Company, says business is fine and Garry ought to know, for he has been pounding the same territory for years.

"Dick."

Who Are One's Customers

THE following from the Merchants' Trade Journal is worth the attention of everyone in the industry. How often we hear merchants speak of the people who patronize them as "my customer"—and do you know that it is an interesting study to follow that expression and see what it really does mean—indeed, it is mighty interesting to study many of the common expressions that we hear every day. All kinds of people are interesting, but to us the retail merchant is a particularly interesting person, because his life is made up so largely from the things he gets from other people—the stories of his trials and troubles, as well as the tales of his good fortune and successes, are interesting.

But to get back to that expression "my customer"—here is a man passing the store and you hear the merchant remark, "That is Mr. Doe, one of 'my' customers." He speaks of Mr. Doe with an expression that would lead you to feel that actually the merchant had a deed, a receipted bill in full for that customer—you feel that the merchant has a real tangible hold upon the customer, he speaks of him in exactly the same tone of voice and with the same expression that he speaks of the stock of goods and the building he owns. We have heard this thing so much that we have been wondering who are really your customers, Mr. Merchant.

Who are the people that you have a right to speak of as "my customers"? Now, of course, you will say that the people who buy goods at my store are my customers. True enough, he may be your customer to a certain degree, but the same man may be a customer at some other store in your town, or some other town, for that matter; then you cannot properly call that man "your customer." It would seem more proper to speak of him as a customer of the town. Often merchants tell us personally, and again they write us, saying that they had noticed one of their customers sending away from town for goods that the local merchant would have been glad to have sold at perhaps a less figure than the customer (?) was paying elsewhere. Well, now, brother, why do you persist in calling such a man your customer?—it would seem that in reality he was somebody else's customer. Then, who are your customers?

In this day of keen competition, of shrewd, sharp business methods, the merchant is mighty fortunate who does not find himself face to face with the bold fact that he does not have much right to call a person "his customer" unless he as a merchant has common sense enough, is far-sighted enough, and wise enough to thoroughly understand the people of his community, and is able to appeal to these people more forcefully than any of his competitors.

It means something to you as a merchant to know who you can rightfully call your customer, and it is worth your while to occasionally stop and take an inventory of your stock of customers—see if they are staying with you, if you have as many as you had a year ago or five years ago—and see whether they are as loyal to you as formerly, or are they dividing their patronage and giving you 40 per cent., while in years gone by they gave you 75 per cent. or 100 per cent. of their business in your line. Do they come to you and swear by you and your goods as they used to do, or do they now tell you what a splendid line your competitor is handling, and give you a small order, then go down the street to this competitor and give him the larger order? If they do those things, why do they now when they did not in years past?

Just occasionally stop and count your customers' noses.

The Salesman's Obligations

By D. M. Parry.

THERE was a time not long past when the "drummer" was generally accepted as a common rogue. Today he must be a gentleman in the truest sense. Then he swopped drinks and hot stories; today he passes out engraved cards and discusses the psychology of the trade. The problem before him now is that of a dual existence, a sort of Dr. Jekyll and Mr. Hyde life confronting him which way he may turn. And unless he is blessed with the best in man's makeup he is doomed to a double role. For on the one hand he protects his personal interests along with the employer's, and on the other hand protects the customer's interests to get more business.

Now you can easily see how impossible it is to fill this dual position when things begin to conflict. Everybody lied whitely. The salesman made claims for his goods that were based more on eager desire than on fact. The customer begins stretching the truth from the point where the salesman left off. And in the meantime the divine law of compensation gets everybody into trouble. Then it is up to the salesman to adjust affairs to the satisfaction of the employer or he loses his job, and to the satisfaction of the customer or he obtains no more orders. And the devil laughs while our salesman flips as to the advisability of jumping from the frying pan.

Right here I want to suggest the substitution of the Truthful Triangle for the Square Deal. Place the employer, the salesman and the customer on the point of an equilateral triangle, the sides of which shall be bounded by lines of truth, and you have demonstrated the only methods business can ever follow. Turn the Truthful Triangle which ever way you will, and you have always the same proportions. The salesman knows for certain that the sides which support him, one leading from his employer, the other from his customer, are equal as respects Truth. He gave out his facts accordingly.

So our salesman must not only be a gentleman, but he must be a veracious one. His funny stories and red bottles are mildewing on the shelf where good judgment had grown so dusty. Just good, honest horse sense is all the employer wants. My experience selling goods on the road soon taught me that before I could ever succeed I must have the ability to control myself. One customer wants to take a drink with you, another a smoke; this one desires dinner at your expense, that one at theatre ticket. Though the customer expects this as his due, yet the employer will not carry this extra expense, while the salesman cannot. I soon discovered that if I avoided beginnings there was not the continual worry. "Habit at first is but a silken thread. Beware! that thread may bind thee as a chain." Habit, little by little, slyly and unperceived, slips in the foot of her authority, but having established it, she then unmasks a furious and tyrannic countenance against which we dare not raise our eyes. Providence smiles kindly on the salesman who guards himself and employer from these impositions. You see the customer is trying to spoil our Triangle by acquiring greater length to the sides he represents. And the strength of figure means "Together we succeed, divided we fail."

Now I have piled obligations on our salesman until he is an honest gentleman of habits. He is paid money to hold down second base on the Truthful Triangle, and there we leave him smiling out friendly sunshine and glowing with faith in his goods.

Handling Peculiar Customers

THE handling of peculiar or cranky customers is one of the most trying features of a clerk's position. There is a strong temptation to gratify one's own feelings by answering these in their own coin. The salesman should remember, however, that he has not been placed in his present position to educate the public in manners, or to "get even" with those who see fit to make ill-natured remarks. What he has been engaged for is to gain and hold trade for the store, and this fact should always be kept foremost in such cases.

It is not possible, or even advisable, perhaps, to submit patiently to all the abuse which a customer sees fit to heap upon a salesman, but the cases are comparatively few in which it is not better to answer ill-natured remarks pleasantly or to try to get a customer to discuss real or imaginary causes of complaint in a reasonable manner.

Even proprietors themselves are not proof against trying to "get back" at customers at times, usually to their own financial loss. There are few lines of business in which customers are so plentiful that they can be treated carelessly, and it very often happens that the cranky customer, handled judiciously, becomes one of the best customers of the store. On the other hand, a little straight talk seems sometimes to be a necessity, and does more good than a milder line of argument. Judgment should evidently be used in all cases, and, while it is not a universal remedy, a pleasant answer will usually be found to produce the best results.

Some salesmen get greatly worked up over the fact that people often wish to go around to the various stores and compare prices before making a purchase. This is quite natural, and, if the customer were well posted on qualities and manufacturing methods, would be the most business-like method of going about the matter. Unfortunately the prospective customer generally makes only a superficial comparison of the goods. In other words, he goes by appearance only, and does not take note of the more important features of material and solidity of construction. Here is where the skilful salesman can get in some good work and very often land a sale for his own establishment by pointing out wherein the goods in question may differ, and by instructing the purchaser how to form an intelligent opinion. A little attention of this kind is nearly always appreciated, and in any case works out better than the frigidity and indifference so often encountered.

One of the commonest types of customers is the one who changes his or her mind after making a purchase, and wishes to get an exchange, or possibly a refund. Exchanges should evidently be made whenever possible, and where the article has not been used, and perhaps even in some cases where it has. It is to the dealer's advantage to satisfy a customer in every case, and the only cost usually entailed in exchanging is the expenditure of a little more time. Some of the largest and most successful stores make a practice of either exchanging or refunding the money almost without question, the only provision being that the article has not been used. This privilege may be abused at times, but on the whole seems to work out well and to be productive of satisfied customers.

No merchant can last long in business unless he can build up a regular list of customers. There has to be the second sale and regular trade from the same customer or the merchant must go out of business. Every one realizes this.

The problem is to develop into regular customers every person who makes a purchase of any kind. Every merchant who keeps a record of his customers—and every one should—will find that there are on that list names of people who have not made purchases in the store for a sufficient length of time to show that they are not regular and continuous customers.

When a customer makes his first purchase, he has taken the initial step towards becoming a regular patron of the store. If the first purchase is not followed up by others, it is safe to assume that for reasons either under or beyond the control of the merchant he or she is buying somewhere else goods which might have been purchased in his store. This means that in order to hold the volume of sales it becomes necessary to find another customer to take the place of the one lost. It should be much easier however—and it is certainly better business—to retain the trade of present customers.

Whenever it is found that a person, whom the dealer has come to regard as a customer of the store, no longer buys from it, every effort should be made to find out why the customer's trade has been taken elsewhere, and to win him back if possible. In most cases it will be found that the customer has either a real or fancied grievance, which can generally be remedied by the exercise of a little tact on the part of the merchant.—"The Commercial Review."

Frankfort Warehouses for Co-operative Plant

As the result of a conference between Frank McKee, of Versailles, and Bradley Wilson, of Lexington, representing the Co-operative Tobacco Growers' Association and the Growers' Warehouse Company, it was agreed to turn over the Growers' Warehouse, of Frankfort, Ky., for the co-operative plant this season. It is estimated that the growers will get $25,000 annually on the deal.

Willus Andruss, of H. Fendrich, Evansville, Ind., plans shortly to visit Texas in the interests of the "Charles Denby" cigar.

Pass a Law

Are your neighbors very bad?
Pass a law!
Do they smoke? Do they chew?
Pass a law!
Are they always bothering you?
Don't they do as you would do?
Pass a law!

Are your wages awful low?
Pass a law!
Are the prices much too high?
Do the wife and babies cry
'Cause the turkeys all roost high?
Pass a law!

When M. D. finds new diseases,
Pass a law!
Got the mumps or enfermesis,
Measles, croup or "expertisis"?
Lest we all fly to pieces,
Pass a law!

Are the lights aburning red?
Pass a law!
Paint 'em green, or paint 'em white!
Close up all them places tight!
My! Our town is such a sight!
Pass a law!

No matter what the trouble is,
Pass a law!
Goodness sakes, but ain't it awful!
My! What are we going to do?
Almost anything ain't lawful,
And the Judge is human, too!
Pass a law!

—"Public."

Interior of Yahn & McDonnell's Store in Widener Building

The town's newest and brightest "smoke-shop", in the heart of the business district. It has already become highly popular; its management assures it of a steadily growing patronage.

THE accompanying photograph shows the interior of the new store of Yahn & McDonnell, in the Widener Building, Chestnut Street, east of Broad Street, which was formally opened on Thursday, August 19th.

On behalf of the firm, Mr. McDonnell was host at a luncheon to Claude E. Turner, Frank Roland, George Kraus, William Duncan, Edward Wodiska and George Becker, at the Adelphia Hotel.

During one of the lunch hour rushes, the first four gentlemen were called upon to assist behind the counter, and it was indeed a novel sight to see these "knights of the grip" handing out perfectos over the counter.

The stock of Tampa, Key West and imported cigars covers about every well-known brand, but especial attention has been given "Regreso," made by Corral, Wodiska y Ca.; "Juan de Fuca," of Arguelles, Lopez & Company; "Hoyo de Cuba," of San Martin & Leon; "Van Dyck," of M. A. Gunst & Company; "En Boga," of E. Regensburg & Sons; "Adelina Patti," of Jose Lovera; "Las Reyes de Espana," of Lopez, Hermanos & Company; "Garcia Grande," of J. Klorfein & Company; "Instructoro," of Havana-American Company; "Invador," of Yahn & McDonnell; "Fadema" and "Infinita," of Arguelles, Lopez & Brother; the products from the "Truly Spanish House" of Cuesta Rey & Company; "Reynaldo," of Luckett, Luchs & Lipscomb; "El Soltero," of Neumann & Mayer; "La Mega," of V. Guerra, Diaz & Company, and "Tambor," of Andreas Diaz & Company.

Premium Store Open for American Tobacco Company

The American Tobacco Company have opened a premium exchange station at the northwest corner of Eighth and Filbert Streets, this city.

A complete line of the premiums redeemed by this company is carried in stock, and was opened for the benefit of consumers and dealers located through the State.

Benjamin Schaehman, who recently opened the premium stations in Richmond, Va., and Baltimore, Md., is in charge and will remain until his assistants become familiar with the stock and general work of the redemption of coupons.

Smokers' Articles for Fall Trade

Manufacturers, jobbers and dealers, in preparing a line of smokers' articles for the fall and holiday season, should not fail to get in touch with the Arteraft Company, whose ad appears on another page in this issue of "The Tobacco World."

In rustic wood and art metal goods this firm has some very attractive articles for use as advertising souvenirs, and for retail business as well. This is always a popular line and the Arteraft Company is well equipped to furnish these goods at the right prices.

Owing to alterations, E. Burliegh has removed from 1416 Chestnut Street to Room 422, Stock Exchange Building.

American Tobacco Company Protests Classification Changes

Traffic Manager Keene Files Strong Brief Against Proposed Rates

A LARGE and comprehensive brief in the matter of the official classification rating of tobacco as published in Supplement 9 to the Official Classification No. 42, now suspended by the Interstate Commerce Commission until January 18, 1916, has been filed in Washington, D. C., with the Commission by the American Tobacco Company, protesting against the proposed changes. The brief was filed by C. S. Keene, traffic manager of the American Tobacco Company.

The evidence at the hearings is presented in the abstract on the most important points. The argument is presented under the following headings:

"I. Leaf tobacco is purchased from first hands in small parcels and fundamentally is not a carload unit; the proposal to establish a carload rating on leaf tobacco, in hogsheads, of 4th Class, minimum 18,000 pounds, in place of the present any-quantity rating of 4th Class is unjust and unreasonable and in violation of Section 1 of the Act to Regulate Commerce.

"II. The plan of marketing leaf tobacco is against tangible concentration; the method is in conflict with the scheme of concentration; a carload rating is unjust and unreasonable under such circumstances. . . .

"III. A carload rating on leaf tobacco would add to the difficulties in financing the small markets; it would also have a tendency of eliminating the small markets, which is against public policy and in violation of Section 3 of the Act to Regulate Commerce.

"IV. Carriers should accept business as they find it and make just and reasonable rules for its transportation, and not attempt to change the channels of trade nor the methods of carrying on commerce in any particular commodity. The Official Classification Committee in publishing a carload rating on leaf tobacco was controlled solely by transportation conditions.

"V. Leaf tobacco has adjusted itself to the present scheme of classification; the uniformity of rating and its long existence is evidence of its proper classification.

"VI. That the Official Classification Committee recognizes that commercial conditions control to a very large extent, is bourne out by testimony.

"VII. The Commission has repeatedly emphasized the necessity of greater uniformity of classification.

"VIII. The matter of uniformity in classification was not persuasive with the Official Classification Committee.

"IX. The Official Classification changes in ratings of tobacco appear to have been based upon the 'condition of the Carriers' rather than the 'condition of the articles carried.'

"X. Tobacco classification was changed to obtain increased ratings. The Commission has ruled that classification, and rates and revenues of carriers should be treated separately.

"XI. The Official Classification Committee did not consider that 63 per cent. of the leaf tobacco handled by them is inter-territorial and that conflicting classifications will create undue hardship.

"XII. That there is a carload movement of leaf tobacco under the any-quantity rating is not a new discovery.

"XIII. A carload condition for leaf tobacco is unjust and unreasonable and in violation of Section 1 of the Act to Regulate Commerce, as it is a physical impossibility to load cars to their available capacity on team tracks.

"It is contrary to the Commission's policy to permit the creation of a shipping condition that is detrimental to safety.

"XIV. A tariff rule permitting loading of carload shipments of leaf tobacco over depot platforms would be inadvisable. To expect shippers of an agricultural crop, which is uncertain and changeable, to provide loading facilities for carload shipments is unjust and unreasonable. . . .

"XV. A carload condition is unjust and unreasonable and in violation of Section 1 of the Act to Regulate Commerce, for reasons as follows:

"(a) The necessity for using such cars as are available at market points; the relief offered under Rule 27 of Official Classification is unobtainable.

"(b) The inability to decline narrow cars 36 feet in length, under Rule 27.

"(c) No authority to obtain proper loading under Southern Classification under the Commission's decision (15 I. C. C. 269).

"XVI. A variation of 100 per cent. in weight of leaf tobacco, in hogsheads, would make a carload rating with any fixed minimum unjust and unreasonable and in violation of Section 1 of the Act to Regulate Commerce.

"XVII. As compared with other commodities in the Official Classification, from the standard of loading, leaf tobacco should be rated at 5th Class, carloads of 26,000 pounds, and less than carloads 4th Class, or 15 per cent. higher than the carload rating. Forty-five per cent. of the traffic will load above 26,000 pounds.

"XVIII. It is apparent that the Official Classification Committee is not aware of the good loading its lines are receiving on leaf tobacco.

"XIX. Leaf tobacco is subject to few claims for loss. The small element of risk argues in favor of the continuance of the 4th Class any-quantity rating."

"XXII. The value of a carload of leaf tobacco compares favorably with the average carload of freight, excepting coarse freight. A comparison of values per car with the revenue per car per mile shows that leaf tobacco is not improperly classified."

"XXV. The revenue per car-mile on leaf tobacco compares favorably with other freight. . . .

"XXVI. The proposed ratings on tobacco siftings and sweepings are not relatively adjusted with other waste materials. The proposed classification is unjust and unreasonable and in violation of Section 1 of the Act to Regulate Commerce.

"XXVII. The proposal to establish a less-than-carload rating on leaf tobacco, in hogsheads, of 3d Class, instead of the present l. c. l. or any-quantity rating of 4th Class, making an average increase of 47 per cent. is unjust and unreasonable. . . .

"XXVIII. A carload rating is proposed for tobacco cuttings and scraps, whereas it develops that there is no carload movement. An advance of 47 per cent. on tobacco cuttings and scraps, l. c. l., is unjust and unreasonable. . . .

"XXIX. Cigar leaf, in cases, is largely a l. c. l. movement. An increase in rating of 47 per cent. is unjust and unreasonable. . . .

"XXX. The proposed advance in the carload rating on plug tobacco from 4th Class to R-26, minimum 30,000 pounds, is unjust and unreasonable. . . .

"XXXI. The proposal to advance plug tobacco l. c. l., from 3d Class to R-25 is unjust and unreasonable. . . .

"XXXII. The principal railroads industriously solicit tobacco traffic."

In the brief the American Tobacco Company sets forth a number of ultimate facts, which it asks the Commission to find. They are as follows:

"Leaf Tobacco, in Hogsheads.

"(a) Although shipped extensively in filled cars by exporters, dealers, and large manufacturers, leaf tobacco is not bought and sold by the carload and no definite quantity forms a carload unit.

"(b) The method of marketing leaf tobacco does not afford tangible concentration as with other agricultural commodities. The method is in conflict with the scheme of concentration.

"(c) Commercial conditions should be accepted by Carriers, and just and reasonable rules should be made governing transportation. Carriers should not attempt to change the channels of trade nor the methods of carrying on commerce in any particular commodity.

"(d) Cars loaded to their available capacity show a variation in weight of 100 per cent. This variation is so great that from the standard of loading none but a graded minimum would be justifiable.

"(e) Cars cannot be fully loaded on team tracks.

"(f) A tariff rule permitting carload freight to be loaded over depot platforms would be inadvisable.

"(g) It would be unreasonable to expect shippers to construct loading platforms for an agricultural product which is uncertain and changeable in its yield.

"(h) The requirements that leaf tobacco be loaded on team tracks, without platform facilities, endangering life and limb in the handling of unwieldy units of weight, would be creating a condition which is contrary to the Commission's policy of promoting safety in matters pertaining to railroads.

"(i) There is a substantial percentage of box cars less than 36 feet in length, which could not be loaded to the proposed minimum. The establishment of a carload minimum would force the shippers to reject such cars, resulting in hauls of empty equipment. Under the present any-quantity rating the shippers load all kinds of box cars, eliminating the empty haul movement and affording the Carriers freedom in the use of their equipment.

"(j) On a flowing market, at interior points shippers cannot discriminate in the matter of equipment, but must use cars offered, regardless of size, which would be a hardship under a minimum subject to Rule 27.

"(k) Roads operating under the Southern Classification would not be compelled to load inter-sectional traffic in accordance with the Official Classification rules and minimums, and their failure to do so would create undue hardship on the owners.

The Commission cannot sanction changes in one classification which applies in conjunction with another classification on a large inter-sectional movement, which would produce a situation of this kind. It is the aim of the Commission to encourage the flow of interstate commerce and eliminate obstructions to inter-sectional traffic. A radical departure from ratings by one classification committee which have been uniform in all classification territories is contrary to public policy and the Commission's views.

"(l) Considering the value, leaf tobacco is not improperly classified.

"(m) The small element of risk is in favor of the continuance of the present rating on leaf tobacco.

"(n) On the leaf tobacco that now moves in carloads the Carriers are receiving an average loading in excess of that asked for.

"(o) The Carriers produced no figures showing the earnings on leaf tobacco in less than carloads.

"(p) The Carriers produced no figures showing the difference between the cost of handling leaf tobacco in carloads and less than carloads.

"(q) Leaf tobacco during a long period of years has adjusted itself to the present scheme of rates and the Commission is not disposed upon the mere suggestion that some better scheme might have originally been devised, to subvert the conditions which have been established.

"(r) Leaf or unmanufactured tobacco should be continued at the 4th Class any-quantity rating.

"Leaf Tobacco, in Cases

"(s) From the standard of loading, leaf tobacco, in cases, would be entitled to a lower rating than 4th Class when shipped in carloads.

"(t) Leaf tobacco, in cases, is largely a less than carload movement and an average increase of 47 per cent. in the rating is unjustifiable.

"(u) Leaf tobacco, in cases, compares favorably with other 4th Class l. c. l. ratings.

"Tobacco Cuttings and Scraps.

"(v) Tobacco cuttings and scraps are properly rated at 4th Class, any quantity.

"Tobacco Siftings and Sweepings.

"(w) Tobacco siftings and sweepings should be rated in accordance with other waste materials, 5th Class l. c. l. and 6th Class carloads, minimum 30,000 pounds.

"Plug Tobacco.

"(x) The Carriers have produced no figures showing the earnings on plug tobacco l. c. l. and c. l.

"(y) Plug tobacco l. c. l. compares favorably with other l. c. l. articles included in 3rd Class, and is now properly rated.

"(z) Plug tobacco, carloads, is properly rated at 4th Class, minimum 30,000 pounds.

"General.

"(aa) There has been no material change in the value, character or method of shipping of either leaf or plug tobacco during the last number of years.

"(bb) The Carriers have not proven that the proposed ratings are just and reasonable, by showing that they are not receiving remunerative rates under the present classification."

Shipping Men to Meet September 9-10

The National Industrial Traffic League, the members of which comprise thousands of the most prominent shippers and shipping organizations throughout the United States, will hold a meeting at the Zenobia Auditorium, Toledo, O., on September 9 and 10, 1915. At an informal dinner to be given on the evening of September 9th the Hon. Edgar E. Clark, member of the Interstate Commerce Commission, will deliver an address.

Reports are to be received at the meeting from the executive committee. The committees on legislation, tariffs, car demurrage and storage, freight claims, etc., will also render reports.

H. G. Carl

H. G. Carl, a prominent cigar manufacturer, of Shenandoah, Pa., died recently at the age of forty-seven years. He was well known in secret and fraternal societies and was a commander of the Sons of Veterans. He was a son of Frederick Carl, a retired mine superintendent and Civil War veteran, with large holdings of real estate.

New Orleans

Increasing Orders Encourage Manufacturers—Enforced "Blue Laws" Worry Retailers—Factory Now Oversold on "Nena" Brand

New Orleans, August 23rd.

PROMINENT cigar and tobacco jobbers in this territory, admitting that business has been poor all summer, saw a glimmer of hope in the situation this month. Several of the South's staples, notably sugar, have not had as good crops as expected, and this is probably the reason for the deplorable situation. They do not blame it on the European struggle. War talk in this territory is conspicuous by its absence. Orders are now coming in nicely, and on several brands they have become more plentiful than the supply.

In Louisiana and Mississippi the tobacco business, taken as a whole, has not been normal for some time. However, on a recent tour throughout the latter State the correspondent for "The Tobacco World" noticed that the sales of cigars and cigarettes had picked up splendidly, and tobacco seems to be much in demand. Only one thing dealers have to complain about in various portions of Louisiana and Mississippi, and that is this: that they can not sell a cigar or pack of cigarettes on Sunday. These "blue laws" work a tremendous hardship on the dealers, which even the public feels. There is growing sentiment in these particular States against this sort of legislation, and it is said that there will shortly be a determined effort made to eradicate such stringent town and county statutes.

Reguera & Berengher, who recently moved into new headquarters at 201 to 211 Canal Street, have an extra large force at work on "Nenas," but at the present the demand exceeds the supply of this, their only brand.

"Decision," Valloft & Dreux's new five-center, is going well with the public.

The "opening gun" in a campaign against tobacco using in all its "insidious" forms, was "fired" by Dr. Charles G. Pease, president of the Non-Smokers' Protective League of America, who spoke at the Young Men's Christian Association in New Orleans last week. The newspapers devoted much space and cartoons to Dr. Pease, but it must be confessed that the majority of this was in a ridiculing vein.

S. M. Dayton, local cigar manufacturer, returned from Havana this week after making extensive purchases of the leaf for use in his factory the coming year.

The Havana-American Company is introducing "La Belle Imperia" through U. Koen & Company and the distribution is gaining splendid proportions.

O. E. Baxter, manager of the St. Charles cigar stand, is back from a vacation on his father's plantation at Columbia, Tenn. His assistant, Miss Ray Probette, is at present on her vacation.

R. A. Donavan with his "El Arabes" visited the local trade recently.

July was the biggest month for imported stock at the St. Charles Hotel and August records will eclipse July, O. E. Baxter says.

A new nickel edition of "Gonzales," "Gonzales Extra," has been put out by the well-known firm of F. A. Gonzales' Son, 221 Carondelet Street.

A. Falk, the Hernsheim Company, Ltd., and Phil D. Mayer & Son, Ltd., cigar manufacturers of New Orleans, assisted this week in selling and entertaining delegates to the Annual Fall Buyers' Convention. Mostly all in the local trade made special preparations for the buyers, and freshened up their windows and stocks.

A decision of particular interest to every manufacturer and retailer in New Orleans was rendered by Judge Val J. Stentz, of the First City Court, in the latter city on August 20th. Judge Stentz ruled that no additional licenses would be required of druggists and grocers who sell cigars and tobacco in the Crescent City. The State Tax Collector of Louisiana had brought "test" cases against Charles G. Peter, a druggist, and Frank W. Kimberger, a grocer, for $15 additional license. First the Retail Grocers' Association and then the Druggists' Association took up the cudgels in the defense of the two men, and the above decision was rendered.

After argument on both sides, Judge Stentz decided that the license laws of Louisiana must be strictly construed, and that section 6 of the new license law fixes licenses for mercantile businesses, and while the law does not define what a mercantile business is, the lexicographers do, and the sale of cigars and tobacco comes under the heading of mercantile business, according to the lexicographers. The license law expressly separates drinks, both soft and hard, from the general license, and these can be licensed separately, but no mention is made of cigars and tobacco, and hence they are included in the general license tax which druggists, grocers and other mercantile firms pay.

U. Koen & Company's Carondelet Street store is pushing "Union Leader" and "Red Cross" tobacco on Saturdays by offering an extra pack free to each purchaser of one pack.

The United Cigar Stores have made a great incursion on the local trade and now maintain four stores in New Orleans, with possibilities for one or two new stores for the near future. On August 28th they offered twenty five-cent drinks at their soda fountain, fifty cents worth of cigars and tobacco, and twelve twenty-five-cent certificates for the sum of one dollar. Tickets were sold two weeks in advance.

"Omar" cigarettes are being pushed locally through a medium of judicious advertising similar to the seductive art panels appearing in the current magazines.

Williams' drug store, Canal and Carondelet Streets, has installed a Vandiver cigar vendor.

J. S. Stern, owner of the Hub cigar store, 701 Canal Street, has just recovered from a serious attack of appendicitis. The operation was wholly successful, and Mr. Stern will be back on the job by September 1st.

Reguera & Berengher are championing the cause of their "Nenas" by a big weather barometer which has been placed in a conspicuous position in front of the Royal cigar store, 639 Canal Street. Thousands of people daily read the barometer and the words thereon: "The weather changes, but 'Nena' does not."

The Southern Cigar Company is pushing at present "San Felice" and "John Ruskins."

J. S. De Ben, sales manager for the Crescent Cigar and Tobacco Company, says that his recent trip through two States convinces him there is a demand for "El Fars," "Stachelbergs" and "Armuletas" despite the "hard" season.

A. J. B.

Geer & Atkinson Buy Well Known Utica Stand

James B. Geer and Harry Atkinson, both well known in Utica, N. Y., recently purchased the cigar store and newsstand conducted by J. W. Bebb, at 4 Blandina Street, that city.

The store is one of the best known cigar and newsstands down town and has enjoyed a good business for years. Messrs. Geer and Atkinson are wide awake and progressive young business men. The former has been connected with the Wald-Kendrick Company for some time and Mr. Atkinson has been associated with the Wolfenden Chemical Company.

The Home of "The Truly Spanish House" in Tampa

Demand for "Cuesta-Rey" Cigars Growing

Clear Havana cigars are looked upon generally as a luxury and for that reason this part of the tobacco industry should serve as a very good barometer of general trade conditions. With the many economies forced upon the public by the war there has been an abnormally large demand for nickel goods.

Cuesta, Rey & Company saw the war drag into its second six months with some misgivings on the theory that the larger your stake the more you can lose. Now, however, the summer has practically gone and is leaving behind it a record of highly satisfactory business, and with unmistakable evidences of a big fall demand for "Cuesta-Rey" cigars. It is apparent that orders for the brands of Cuesta, Rey & Company will exceed all precedents, which augers for a busy factory.

Cuesta, Rey & Company give many thanks to their loyal friends in the trade for the support their brands have received, and they state that they face the future with absolute confidence regardless of the European struggle.

This big independent clear Havana firm wishes to reciprocate by giving the trade the best possible service, and they ask that orders for principal holiday needs be placed without delay so that the required stocks can be made up intelligently.

Additional Space Needed for Storage of Tobacco

Chief Tobacco Inspector Wilkinson of the Baltimore Board of Public Works was recently authorized by the Board to lease additional space for the storage of tobacco. The excess of arrivals over shipments has congested the warehouses to such an extent that additional space has become necessary. The State warehouses are now filled to their capacity. As no foreign governments are ordering or give any indication of so doing there is no prospect of immediate relief.

"Filson Club," manufactured by C. C. Bickel & Company, of Louisville, Ky., and retailing at ten cents, has been taken on for distribution by the various cigar departments of the Weatherhead chain of drug stores, Cincinnati, O.

Binghamton Cigar Company Incorporates

A certificate of incorporation of The Hummell Company, Inc., a new concern which is to take over the wholesale tobacco and cigar business of Hummell & Company, of 114 Chenango Street, Binghamton, N. Y., was filed recently.

The Hummell Company commences business with a paid-in capital stock of $50,000 and is practically an incorporation of Hummell & Company's partnership business carried on for many years by Peter M. Hummell and Elvira A. Hummell. Hummell & Company have long been one of the largest manufacturers of cigars and distributors of tobacco and smokers' supplies in this section of the State. The incorporation of the concern is made necessary by the steady growth of the business during the past three years.

The incorporators and principal stockholders of the new corporation are Peter M. Hummell, 50 Front Street; his wife, Elvira A. Hummell; William S. Polley, Oneonta; Bedford Leighton, 82 Walnut Street, and Edward S. Morris, Kingston. These are also the directors of the concern for the first year.

According to the certificate of incorporation the $50,000 capital stock is divided into 500 shares with a par value of $100 each. According to a supplemental certificate the whole of the capital stock is paid in, $43,000 of which is in real estate and $7000 cash.

At a meeting of the directors of the new incorporation, officers were elected as follows: Peter M. Hummell, president and treasurer; William S. Polley, vice-president; Bedford Leighton, secretary.

Popular Brands in New Seattle Store

"Lovera," "First Consul," "El Sidelo," "Gato" and "Optimo" cigars are among the brands that are being featured in the new cigar store of Bert Swanson which he recently opened in the new Pantages Theatre Building on Third Avenue, between Union and University Streets, Seattle, Wash. The stand, it is stated, is one of the finest in that section of the country, no expense having been spared to make it modern and attractive in every respect.

The Cuban Market

From Our
Exclusive Bureau
Perseverancia No. 8

Havana, Cuba.

Havana, August 24th.

THE market during the past fortnight has shown less activity, caused by the smaller number of American buyers who have visited our city, but the prices remain as firm as ever and the tendency continues to presage a higher level during the coming fall and winter months.

The later arrivals of the new Vuelta Abajo, Partido and Semi-Vuelta crops are even less liked by the buyers, and the only exception so far has been the new Remedios, which has been judged more favorably as regards the heavy part. Of the low grades, such as loose leaves, 8a and 6a, there has been sold for export quite some quantity, while the old second capaduras are claimed to have been all sold, therefore there remain only first capaduras for sale in the hands of our dealers. The low grades of the 1914 crop had been closed out already quite a while ago, principally to our cigarette manufacturers, who needed them for blending with the lighter Vuelta Abajo colas of the present crop. The outlook, as far as Remedios is concerned, has undoubtedly improved, and the time to pick up bargains, as early in this year, has gone by. The cost price of the prime first and second capaduras is considerably higher than last year, therefore the old firsts are bound to fetch better figures as soon as more buyers should make their appearance in our market.

Fine, light colored Partido wrappers are in great demand, but are exceedingly scarce as this year's growth has only furnished a very small quantity, the majority consisting of spotted leaves. Under such circumstances it is no wonder that prices are very high, and which constitutes a hardship for those manufacturers that have no stock of old wrappers on hand.

The hurricane which visited our island about ten days ago has done only a damage in the Vuelta Abajo by blowing down some of the drying sheds, which naturally is a hardship to the poor vegueros, who have no funds to rebuild them and who may neither find money lenders, as they are heavily enough in debt on account of the failure of this year's crop. Fortunately the scattering of the seeds had not commenced yet, although it will be the time now to attend to this kind of work for the next crop.

Sales during the past fortnight only amounted to 8417 bales, which divided represented: Vuelta Abajo and Semi-Vuelta, 2707; Partido, 1342, and Remedios, 4368 bales.

Buyers were: Americans, 5469; exporters to Europe (England and the Canary Islands), 247; shippers to South America, 206, and our local manufacturers of cigars and cigarettes, 2495 bales.

Exports of leaf tobacco from the port of Havana, from the 1st to the 15th of August, totaled 9366 bales, which were distributed to the following countries, viz.: To all ports of the United States, 7882; to Canada, 60; to Great Britain, 110; to Spain, 1; to the Canary Islands, 136; to the United States of Colombia, 4; to the Argentine Republic, 947; to Uruguay, 100, and to Chile, 60 bales.

The heavier shipments to the Argentine Republic were again caused by the commission merchants, mentioned already in our last report, and therefore constituted no fresh sales, as previously explained.

Receipts of Leaf Tobacco From the Country

For 2 weeks ending Aug. 19, 1915.		Since Jany. 1, 1915.	
Vuelta Abajo	6,946 bales	77,435	bales
Semi-Vuelta	1,445 "	8,960	"
Partido	1,666 "	8,178	"
Remedios	12,851 "	77,900	"
Oriente	..... "	7,906	"
Total	22,848 "	Total 180,389	"

Buyers of Leaf Tobacco That Come and Go

Arrivals—From New York: Charles Kaiser, of Kaiser & Klug; Otto Sartorius and Otto W. Sartorius, of Sartorius & Company.

From Boston: Levi W. Scott, of Levi W. Scott & Company, who is also the vice-president of the Havana Tobacco Stripping Company.

From Key West: A. W. Arnold, president of the Mi Favorita Cigar Company.

From Tampa: Francisco Arango, of Arango, Villazon & Company; Ambrosio Torres, vice-president of Sanchez & Haya Company; Andres Diaz, of Andres Diaz & Company.

From Chicago: Emil Wedeles, of Wedeles Brothers; Sam Paley, president of the Congress Cigar Company, and Harry Barron, of Barron Brothers.

Departures—To New York: Ernst Ellinger, Otto Sartorius and Otto W. Sartorius, and J. B. Mancebo.

To Boston: Walter A. Kaffenburgh.

To Key West: A. W. Arnold.

To Tampa: Jose Escalente and Celestino Vega.

To Chicago: Emil Wedeles, Sam Paley, Harry Barron and Francisco Bolano.

Cigars

Business in our cigar factories is virtually unchanged, although of the smaller factories many complaints are heard, while the large ones, excepting the Henry Clay and Bock & Company (which is also rather slack on orders) are doing a fairly good business considering the prolonged war in Europe. It is true on the other hand that while Great Britain continues to favor our manufacturers with sufficient orders still, the call, however, is for the most part for the lower priced sizes, on which no money can be made. Of late the United States appears to do a little better, and it seems that the approaching holidays are casting their shadows beforehand. Canada, on the other hand, is very backward in ordering goods and we had hoped to see a stronger demand on the part of the South American Republics, as well as Australia.

Romeo y Julieta continues to be our first factory, which is keeping up its record in giving more employment to our cigarmakers and shipping more goods than any other factory.

Partagas is a close second in the output of cigars, and has been shipping to a greater variety of ports. Maquila and his nephew are expected to return promptly from their visit to the United States.

H. Upmann does not complain about dull times, as its orders are coming forward with great regularity and in better shape as to sizes than might be expected.

Por Larranaga continues to be fairly well supplied with orders from all of the principal countries.

Sol and La Devesa de Murias are working normally at this season of the year, being in receipt of orders all the time.

Leaf Tobacco

Sobrinos de Antero Gonzalez were big sellers during the first half of this month, although we have not been able to get the exact quantities this time.

Mark A. Pollack was a buyer of 2000 bales on account of his customers.

Gonzalez & Benitez, we understand, disposed of 823 bales of old Semi-Vuelta and Remedios leaf.

Walter Sutter & Company were buyers for account of their customers to the extent of 1114 bales of different kinds of leaf.

Jose C. Puente & Company closed out 625 bales of Partido, Vuelta Abajo and Remedios tobaccos, both of the old and new crops.

Leslie Pantin has started well in his new quarters, Virtudes Street No. 74, by having received orders by cable and mail from his customers amounting to 1075 bales of different kinds of leaf tobacco.

Jose F. Rocha was a seller of 505 bales of Vuelta Abajo and Partido leaf, of both crops, during the last fortnight.

Hija de Jose Gener has purchased 2000 bales of Vuelta Abajo for both their cigar and cigarette factories.

Oyarzum & Sanchez have been delivering 500 bales of their new Semi-Vuelta and Partido packings.

J. F. Berndes & Company, according to our information, acquired 500 bales of the low grades of the Remedios crop.

Sierra y Martinez sold 472 bales of Vuelta Abajo and some Partido to their customers.

Jose F. Escalente & Company were buyers of 381 bales of factory vegas, both of Vuelta Abajo and Partido.

Herrera, Calmet & Company closed out the balance of their Remedios, second capaduras, amounting to some 300 bales.

E. H. Gato Cigar Company had purchased 300 bales of Vuelta Abajo and Partido during the past fifteen days.

Exporters of leaf tobacco above 200 bales during the last two weeks were:

Virgilio Suarez, 2404 bales; H. Upmann & Company, 1099 bales; Leslie Pantin, 774 bales; Mark A. Pollack, 725 bales; Maximilian Stern, 563 bales; Sobrinos de A. Gonzalez, 473 bales; Walter Sutter & Company, 461 bales; Cuban Land and Leaf Tobacco Company, 452 bales; Manuel Suarez, 407 bales; E. H. Gato Cigar Company, 300 bales; Menendez & Company, 258 bales; Havana Tobacco Export Company, 200 bales.

Oretaniv.

TOO LATE TO CLASSIFY

Wanted.

WANTED—Spot cash paid for clean cigar tucks; send samples and state quantity you have. Julius Laske, New Haven, Conn.

Tampa

Tampa Brands Coming Into Their Own—Celestino Vega Back After Havana Sojourn—Mariano Alvarez Returns to Santaella Factory

Tampa, August 27, 1915.

IF the past few weeks are to be taken as a criterion of what the future holds with reference to encouraging prospects for fall and winter business, then Tampa may set her fears at rest and prepare to enjoy, if not the best, at least one of the most prosperous seasons she has yet known. Testimony to this effect is borne out by the fact that all of the larger factories are now in operation, while the smaller ones are beginning to open up. Also, additional hands are being taken on. The normal output of cigars for Tampa averages about 1200 cases per week, or 6,000,000 cigars. This record of 1,000,000 cigars per day has been surpassed during the past few weeks, and the latest figures available reveal that for the week ending August 14th, 1670 cases of cigars were shipped to various parts of the country, making a total of 8,350,000 cigars, or an average of 1,391,667 cigars a day. These figures are decidedly gratifying when it is understood that the shipments for the first thirty-three weeks of 1915 averaged but 803½ cases. Incidental to this, H. H. Scarlett, Deputy Collector of Internal Revenue, in charge of the stamp department, reported that the sales of stamps August 24th, amounted to $8,700.00. This is the biggest day's sale of stamps in the history of the local department, with one exception, that being November 16, 1914, when the sales aggregated a trifle over $9,000.00. That the local industry is gradually resuming its normal aspect, is discernible by the figures above given. And that it will not be long before the old standard is attained, is evidenced by the fact that one factory alone has on its order books a call for a million cigars more that it is in position to supply at the present time, while various of the other factories are finding themselves kept busy with incoming orders.

Recent visitors registering at the Hillsboro Hotel for a short stay, locally in the interests of the P. Lorillard Tobacco Company, were: E. M. Irby, Terre Haute, Ind.; I. D. Woodbury, Quincy, Fla.; C. E. Martin, Richmond, Va., and A. F. Gregory, of Jacksonville, Fla. Registering also for a brief stay in the interests of the American Tobacco Company, was George A. Moltz. Mr. Moltz recently succeeded G. L. Archer, as district manager for the American Tobacco Company. He makes his headquarters at Atlanta.

Celestino Vega, Mrs. Vega and their son, Milo, have returned to the city following a month's sojourn in Havana. While on the Island Mr. Vega procured for the factory about 1800 bales of tobacco, stated to be valued at approximately $100,000.00.

Mariano Alvarez, superintendent of the Santaella cigar factory, is back again at his post. Mr. Alvarez recently returned, following a six weeks' vacation to Asheville and other portions of North Carolina. Before coming to the city he spent a short time in New York on business of interest to the company.

John M. Carlisle, Gainesville, Fla., representing the American Tobacco Company, was listed among recent visitors to the city.

Increased demand on "Jose Vila" cigars is reported by Berriman Brothers.

Excellent business on "Admiration" cigars is reported by E. Regensburg & Sons.

The "Truly Spanish House" of Cuesta, Rey & Company state that orders on holiday goods are now being received.

Perfecto.

Deaths in the Trade

Louis Biel

LOUIS BIEL, one of the founders of the United Cigar Stores Company, died recently in Toledo, O., following an attack of pneumonia. He had been ill but a short time and had been removed to a hospital where, despite every effort, he succumbed.

Louis Biel was born in Austria and came to the United States when eighteen years old. He started a retail store and cigar factory on Third Avenue and later enlarged his business by adding several more stores.

Later when George J. Whelan formulated his ideas for the United Cigar Stores Company he approached Mr. Biel with an offer for his little chain and in addition a proposition for his services. Mr. Biel took advantage of this and gave every attention to the building of the Whelan project.

He soon became concerned with the real estate end of the business and due to his foresight many of the sites secured proved handsome investments. The sites thus chosen began to grow in value and when the United Merchants Realty and Improvement Company was formed, Mr. Biel became its president. He was also a vice-president of the United Cigar Stores Company.

Mr. Biel's death came as a great shock to his associates, and on the day of his funeral, which was held in New York, the United Cigar Stores Company headquarters and downtown stores were closed.

The deceased was forty-eight years old. He is survived by a widow and four children.

William E. Krieger

William E. Krieger, for many years district manager of the United Cigar Manufacturers' Company in South River, N. J., died recently at his home in that place. The deceased was born in Germany and came to this country when fourteen years old. He was fifty-eight years old at the time of his death.

Peyton B. Gravely

Peyton B. Gravely, for many years a leading tobacconist of Danville, Va., died recently at Woodstock, Va., as a result of cancer due to an old bullet wound received when a Confederate soldier.

Harry R. Craven

Harry R. Craven, the oldest tobacco merchant in Manayunk, died recently at his home, 4423 Main Street, of general debility. He was seventy-seven years old.

Mr. Craven had been in the tobacco business since December 21, 1861. He was born in Delaware and came to this city when a boy and went to work in a cotton mill. He was one of the earliest members of the Ebenezer Methodist Church, Manayunk.

Albert DuBrul

Following a long illness, due to cancer, Albert DuBrul, a partner in the Miller, DuBrul & Peters Company, manufacturers of cigarette machinery, died recently at his home in Cincinnati, Ohio.

Mr. DuBrul had attended to much of the outside work in connection with the installation of their machines and came to know many of the cigar and cigarette manufacturers throughout the country, as well as in South America and Cuba, where he also assisted in the setting up of their machinery.

Mr. DuBrul is survived by a widow and four children.

R. M. Abbott

R. M. Abbott, aged seventy years, the sole surviving charter member of the Danville Tobacco Board of Trade, and a member of the Board of Aldermen, died recently at his home in North Danville from a paralytic stroke.

The deceased came to Danville in 1874 and engaged in the tobacco business. He was a broker at the time of his death. He is survived by his widow, one daughter and one son.

Isaac Rosenfeld

Isaac Rosenfeld, aged seventy years, a wholesale leaf tobacco merchant of New York, died recently at his home, 430 West 118th Street. Mr. Rosenfeld was born in Wurtemburg, Germany, and came to the United States when a boy. For many years he was in business in Michigan, and for the past twenty years he has made his home in New York. He is survived by five daughters and three sons.

Israel E. Rich

Israel E. Rich, a well-known tobacco dealer of Lancaster, Pa., died at his home in that city during the past fortnight, following several weeks' illness resulting from intestinal trouble. He was engaged in the tobacco packing business with his son-in-law, Morris Rosenthal, trading as M. Rosenthal & Company. He is survived by three daughters, all of whom are married.

John T. Griffin

John T. Griffin, aged twenty-seven, formerly of this city, and a travelling salesman for the Liggett & Myers Tobacco Company, died recently at Rutland, Vt., of heart trouble. He was a member of the Lynn, Mass., Lodge of Elks and a graduate of St. Mary's parochial school and the Lynn High School. He was married, and resided in Salem, Mass., during the past few years. Besides a widow he is survived by a three-year-old daughter and a mother, Mrs. Anna M. Griffin, of Salem.

Mr. Griffin was born in Lynn, Mass., and was prominent in Knights of Columbus circles. While in Rutland, Vt., on a business trip he stopped at the Hotel Bardwell. On retiring he left a call for seven o'clock, but did not respond when the call was made by a bell boy. The room was not opened until afternoon, when he was found dead in the bed.

The body was sent to Salem and was accompanied by members of the Rutland Lodge of Elks.

Samuel S. Gable

Cards have recently been received announcing the death of Samuel S. Gable, a widely known cigar salesman of York, Pa., and the father of Clarence S. Gable, a cigar manufacturer of that city.

Mr. Gable was at lunch in a York restaurant when he was attacked with acute indigestion and died suddenly.

Mr. Gable had been known in the cigar manufacturing business for fifty years and left a long and honorable record. He was seventy-two years old at the time of his death.

Mr. Gable is survived by a widow and three children.

Lancaster County Growers Inspect Crops

THE Lancaster "Examiner" prints the following account of the first annual tour of inspection of the tobacco crop of Lancaster County by the Lancaster County Tobacco Growers' Association:

"Observing one of the best crops ever raised in Lancaster County, about eighty members and friends of the Lancaster County Tobacco Growers' Association on Tuesday participated in an inspection trip over the county. It was seen at a glance that the crop will be one of the finest put out since the eighties. Unless something unforeseen happens after it will be harvested this high quality will continue to prevail. The crop generally is uniform and the leaves are chiefly long and narrow, which seems to be what the packers want.

"The tour extended over a distance of seventy-five miles along the tobacco belt and some mighty fine crops were seen from the machines. The townships passed through were as follows: Lancaster, East Hempfield, Rapho, East Donegal, West Hempfield, Manor, Conestoga, Pequea, Strasburg, Leacock and East Lampeter. The acreage has been cut down this year fully 10 per cent. Some of the finest tobacco said to be growing in the Mechanicsburg and Ephrata districts could not be seen because of the lateness of the hour. It was the first annual inspection of the Growers' Association and it proved to be a great success. The eighty people were conveyed in seventeen touring cars.

"As the party passed out the Harrisburg Turnpike it was seen at a glance that the grades of tobacco varied very much. This variation is due to the extensive rains and different periods of planting during the season. Some of the fields have been washed badly, but the crop is a bang-up one, notwithstanding. The crop is really divided into three classes, viz., exceptionally good, medium and some inclined to be a slight bit back. The medium crop this year is really what had been considered the best other years.

"Most of the tobacco in this section is topped real low, which assures early ripening and a uniform leaf. The progress of the suckering is going on rapidly. The tobacco is ripening under the favorable climatic conditions. Quite a few crops are ready to harvest at this time. Tobacco in some neighborhoods is further advanced than in others and generally more advanced than other years.

"The experimental station at Landisville was reached at 9 o'clock and the members inspected the tobacco amid a slight shower. Otto Olson, of Ephrata, of the Bureau of Tobacco Investigations of the Department of Agriculture, Washington, D. C., who is in charge of the station, made an address. He told how the work was started in 1908 when twenty-five strains from Lancaster County tobacco fields were selected. In 1909 they were grown on the plot and they were gradually eliminated as they fizzled out, until today there are but five strains grown on the tract, which is an acre even. These five strains are: Slaughter, Hostetter, Cooper, Hoffman and Espenshade. These strains were found to be the best for weight and quality. Their burn, stretchy qualities and yield lead the other varieties. There are fifteen plots and there are three plots of each strain. There are five rows to and the seed for each plot was taken from an individual stalk. Mr. Olson told how the leaves are carefully counted, measured and other data taken, which is forwarded to Washington. Mr. Olson told the growers that he would give free seed of these five varieties to all who applied to him for it. Last year he furnished Slaughter seed for 800 acres of tobacco in the county. It costs $32 to fertilize the acre plot of the experimental station. He told the growers that the excessive amount spent in fertilization was paid for by the increased acreage. An experiment is being made at the station between fertilizer and manure. Benefits of cotton seed meal with manure were pointed out.

"One of the unique features at the plot was that fertilizer was washed down by the rain to beds where an unfertilized crop experiment was being made.

"Mr. Olson showed a plant affected with root rot. It was the Big Cuban variety. The leaves of the plant become yellow when affected. Excessive wet spells cause root rot to form. Should dry spells prevail the plants outgrow root rot. The Big Cuban variety appears to be the most susceptible. However, several weeks ago, a number of plants of the Pennsylvania seed leaf variety were found affected in the fields of Lancaster County.

"Some tobacco was being cut in the Mount Joy district. Some of the corn fields in this section are flooded. A short stop was made at Maytown. There is some mighty fine tobacco in the neighborhood.

"The tobacco at Marietta looks growthy and has a good color. It is not quite as far advanced as the crop in the other sections passed through.

"The party reached Columbia shortly before noon without mishap or engine trouble.

"Dinner was had at Shultz's Hotel, Washingtonboro, where catfish were served in fine style.

"The trip from Washingtonboro was resumed about 1.30 o'clock. The broadleaf in that section is very fine. There apparently was not as much rain there as in some other sections. On the route the farm of Joseph Shultz was passed near Washingtonboro. Mr. Shultz grows forty acres of Havana seed and this he has already cut and housed. He gets fancy prices. The Stehman Havana seed was cut on Tuesday and the wagons carrying it were seen while the party was passing through the borough.

"From Washingtonboro the party traveled to Windom and thence to Millersville. There are some fine crops in that section.

"The party then went through Conestoga Township, where there are some fine crops. The leaves are uniform, are of large size and the tobacco will soon be ready to cut. Some of the tobacco is a little back.

"In the vicinity of West Willow there are fine crops. Some of the finest patches seen on the tour were in that section. The party then went to Lampeter, where a short stop was made to cool off tires. This is the home of John F. Weaver, president of the association.

"Right in the Strasburg borough limits there are several fine crops of Slaughter.

"Beyond Strasburg there are some fields which could still stand cultivation. Some of the tobacco appears to be a little young.

"Near Paradise there are a number of fine crops. Near Gordonville a number of corn fields are badly damaged in that section.

"Between Gordonville and Bird-in-Hand there are a number of fine crops, but they are young.

"A number of tobacco fields along Mill Creek, near Bird-in-Hand, are badly washed because of the high water.

"There are some fine crops in the vicinity of Smoketown and Witmer. There are some fine crops along the East Lampeter township line.

"After Bird-in-Hand was reached various cars started for Lancaster, while others continued northward to Mechanicsburg and Ephrata."

San Francisco

Salesmen Report Trade Revival—National Cigar and Tobacco Day Has Bank Account—Herman Moss Reports Good Demand on "Flor de Moss"

San Francisco, August 20th.

IT has been noticeable for a month or two that San Francisco city business was decidedly on the mend; but this has been more or less offset by reports from the interior and from other parts of the Coast territory indicating that San Francisco's prosperity was altogether too local to be secure of permanence. Now, however, the traveling men are dropping in with reports of an old time business on their latest trade excursions. Some country districts are still a little slow owing to uncertainty as to the war's effect on prices of certain products. Generally speaking, however, the trend of the price of the output of California farms is decidedly upward, and it looks as though this fall would see much money in the hands of California buyers of all descriptions.

There is a growing interest and a growing confidence in the success of National Cigar and Tobacco Day, as it is to be celebrated in this city and at the Exposition. Successful meetings are being held each week by the various committees. The big thing this week was the decision of three big houses, H. L. Judell & Company, M. A. Gunst & Company and S. Bachman & Company to advance preliminary funds to establish a bank account and finance the celebration through its preliminary stages.

A notable change in the retail trade this week was the purchase by Harry Gross of the interest of A. Mierson in the well-known house of Krumb & Mierson. All parties concerned are old timers in the local retail trade.

H. Sutliff, the local pipe man, is now showing in his window at 245 Kearney Street a picture of growing calabashes in Fresno County, Cal. These California calabashes are being used as the raw material for the making of calabash pipes.

Sam Kirschner, of the Los Angeles establishment of M. A. Gunst & Company, is in San Francisco this week taking a look at the Exposition and conferring with headquarters. He reports that Los Angeles, like San Francisco, is well filled with strangers this summer, a fact which he accounts for partly by the big expositions at San Francisco and San Diego and partly by the European war closing Europe to tourists.

J. J. Gans & Brother, proprietors of several stores at Los Angeles, Cal., have sold out the store at 315 West Sixth Street to C. E. Plaisance, of Los Angeles.

Edward Cohen, advertising man for M. A. Gunst & Company, and Dave Black, also well known in the publicity end of the cigar and tobacco trade of San Francisco, are taking a two-weeks' outing in the mountain wilds of Mendocino County on the northern coast of California. They expect to do some fishing while away.

J. R. McCusker has bought out the retail store of C. E. Bamon at 247 O'Farrel Street.

Edward Wolf, who is now confining his attention to the wholesaling of the lines of H. Anton Bock & Company, Arguelles, Lopez & Brother, the La Prueba Cigar Factory and M. Rucabado & Company, is holding a closing out sale to the trade of all discontinued lines of cigars and cigarettes. He reports that good progress is being made with the work.

J. M. Diaz, of Bustillo Brothers & Diaz, and J. M. Diaz, Jr., were in San Francisco for a few days this week on their way to Los Angeles. After a short time in and about Los Angeles they will return to San Francisco for a longer stay and will then move on to Portland and other points on the northern coast.

M. B. Ryan has sold out his stand in the Ramona Hotel to Miss May Stratzer.

H. H. Manley, Pacific Coast representative of the American Cigar Company, who has been spending the last week in Los Angeles, is expected back at his San Francisco headquarters within a few days. Mr. Manley finds that business is now coming along nicely throughout California.

Charles Colton, formerly of Los Angeles, Cal., has now removed to Miami, Ariz., where he has secured a good location and will shortly open a wholesale and retail business in both cigars and tobaccos.

Berger & Moro have bought out the cigar business of the Davie Company at that place.

William Bercovich, of the Capital Cigar Company of Sacramento, Cal., has been in San Francisco this week accompanied by his family. They will spend some time at the Exposition, and Mr. Bercovich will take time to look up his friends in the cigar trade. Mr. Bercovich was formerly connected with the wholesale trade here, but some years ago took up the same line in Sacramento, where he had established a good business with the retailers of that city and the nearby towns.

Max Davidson, of the Columbia Cigar Company of Ogden, Utah, arrived in San Francisco this week for a visit to the Exposition. While in the State he will also take a look at some other points of interest.

President Harris, of the Tobacco Company of California, is in San Francisco again after a short stay at New York and other Eastern cities.

Herman Moss, Pacific Coast representative of the S. R. Moss Cigar Factory of Lancaster, Pa., is now covering his trade at some of the interior towns of the State. He reports a good demand throughout his territory for the "Flor de Moss" cigar.

Major Burrows, agent for the Jose Lovera Company's cigars, finds that the improvement in the demand for higher priced cigars has not served to check the call for the "Bandero" line of Havana filler cigars from the Jose Lovera factory.

Word has been received here that S. S. Rich, the well-known and popular cigar man of Portland, Ore., was a loser in a fire in that city a few days ago, but the amount of the loss is not yet known here. Bartte & Boardman, of the same city, have also suffered from fire.

H. A. Hersey, representing the Tierre del Lago Cigar Company of Tampa, and Mrs. Hersey arrived in San Francisco a few days ago for a two-weeks' visit at the Exposition.

Allen.

George Martin Host to Employees

George Martin, the well-known chain store cigar man of Davenport, Iowa, recently tendered a banquet to the employees of his various establishments at the new Hotel Blackhawk.

The dinner was such a success that next month Mr. Mat Martin will entertain the ladies in his employ.

After the banquet the men discussed business methods and exchanged ideas as to the treatment of customers.

Besides Mr. Martin there were present Frank A. Martin and H. C. Martin, his partners, and the following men from the various stores: John H. Davies, J. Thad Martin, Roy Vosburg, Dan Babatz, Ray Hagen, A. L. Andersen, Milo Gabriel, Oscar Swanstrom, Walter Fersch, Antone LeClaire and Charles Bruhn.

THE TOBACCO WORLD REGISTRATION BUREAU

The Tobacco World, established in 1881, has maintained a Bureau for the purpose of Registering and Publishing claims of the adoption of Trade-Marks and Brands for Cigars, Cigarettes, Smoking and Chewing Tobacco, and Snuff. All Trade-Marks to be registered and published should be addressed to The Tobacco World Corporation, 236 Chestnut Street, Philadelphia.

One Dollar for each title must accompany all applications. In case title or titles cannot be registered owing to prior registration, same will be returned immediately, less our usual charge for searching and return postage, or it will be credited if desired.

☞ Positively no responsibility assumed for errors, duplications or any controversies which might arise. We will not under any circumstances act in a legal capacity in cases concerning disputed titles. We maintain a bureau of records only.

REGISTRATIONS.

ALYUPA:—31,096. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. August 10, 1915. Croger Cigar Co., Seattle, Wash.

KET KIRALY:—31,097. For cigars, cigarettes, cheroots, chewing and smoking tobacco. August 11, 1915. The Wilentz Tobacco Co., Perth Amboy, N. J.

J. & Y.:—31,098. For cigars. August 11, 1915. Joseph Silver, Syracuse, N. Y.

ALICE GARCIA:—31,099. For cigars. August 13, 1915. Mahler & Stein Co., Inc., New York, N. Y.

PITTSBURG REPRESENTATIVE:—31,100. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. August 13, 1915. D. Schatten, Chicago, Ill.

REO TARY:—31,101. For cigars, cigarettes, stogies and tobaccos. August 13, 1915. Otto R. Skallerup, Jackson, Minn.

GEORGE FITCH:—31,102. For cigars, cigarettes, stogies and tobaccos. August 13, 1915. H. Moeller & Co., Chicago, Ill.

CAPTAIN JOHN:—31,103. For cigars, cigarettes, cheroots. August 13, 1915. Read Drug & Chemical Co., Baltimore, Md.

PRIVATE PULL:—31,104. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. August 13, 1915. Pasbach-Voice Litho Co., New York, N. Y.

RAVENSWOOD RUN:—31,105. For cigars, cigarettes, stogies and tobaccos. August 13, 1915. S. Miller, Chicago, Ill.

ALBANY PARK BELLE:—31,106. For cigars, cigarettes, stogies and tobaccos. August 13, 1915. S. Miller, Chicago, Ill.

MEXICAN BEAUTY:—31,107. For cigars. August 13, 1915. R. Exposito, New Orleans, La.

CUREY:—31,108. For cigars. August 13, 1915. Greenwood & Co., Savannah, Ga.

VIOLA VASQUEZ:—31,109. For cigars. August 14, 1915. Mahler & Stein Co., Inc., New York, N. Y.

LONE JACK:—31,110. For cigars, cigarettes and tobacco. August 16, 1915. F. Teichman Co., George G. Koehler, Sole Proprietor, Cairo, Ill. In use by F. Teichman Co. for more than thirty years.

TEICHMAN'S LONGFELLOW:—31,111. For cigars, cigarettes and tobacco. August 16, 1915. F. Teichman Co., George G. Koehler, Sole Proprietor, Cairo, Ill. In use by F. Teichman Co. for more than thirty years.

TEICHMAN'S UPPER TEN:—31,112. For cigars, cigarettes and tobacco. August 16, 1915. F. Teichman Co., George G. Koehler, Sole Proprietor, Cairo, Ill. In use by F. Teichman Co. for more than thirty years.

BANK OF NORTH LAKE:—31,113. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. August 17, 1915. W. D. Castro, Chicago, Ill.

HAVANA BEACON:—31,114. For cigars. August 17, 1915. Jos. H. Sprenger, Peoria, Ill.

RICHARD MARSH:—31,115. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. August 17, 1915. Pasbach-Voice Litho Co., New York, N. Y.

LA ARCENA:—31,116. For cigars. August 18, 1915. Chas. Stutz Co., New York, N. Y.

OPEN MARKET:—31,117. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. August 19, 1915. Pasbach-Voice Litho Co., New York, N. Y.

BOBBY H:—31,118. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. August 19, 1915. B. W. Mattison, St. Louis, Mo.

POLSTER'S HEART OF CLEVELAND CIGARS:—31,119. For cigars, cigarettes and tobacco. August 19, 1915. Neumann & Mayer, Philadelphia, Pa.

MY DAD'S SPECIAL:—31,120. For cigars. August 19, 1915. George S. Spangler, York, Pa.

HEART OF DAYTON:—31,121. For cigars and stogies. August 20, 1915. The Lebanon Cigar & Stogie Co., Lebanon, Pa.

SEND'S DETROIT FAVORITES:—31,122. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. August 21, 1915. Michigan Cigar Box Co., Detroit, Mich.

MATORA:—31,123. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. August 23, 1915. B. W. Mattison, St. Louis, Mo.

YA WOHL:—31,124. For cigars, cheroots and stogies. August 23, 1915. Union American Cigar Co., Pittsburgh, Pa.

OBRONCA:—31,125. For cigars. August 24, 1915. Adam Zielinski and Antonio Piatek, Philadelphia, Pa.

THE FOND DU LAC AVENUE CIGAR:—31,126. For cigars. August 26, 1915. Wm. Luck, Milwaukee, Wis.

CANCELLATION.

ALBANY CHARTER:—31,067. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered July 28, 1915, by Henry Heck & Son, Albany, N. Y. Cancelled August 23, 1915.

TRANSFERS.

LUTUNA:—30,314. For cigars, cigarettes, chewing and smoking tobacco. Transferred July 29, 1915, to F. Teichman Co., George G. Koehler, Sole Proprietor, Cairo, Ill., by Wiedmann-St. Louis Cigar Box Co., St. Louis, Mo.

LITTLE EGYPT:—24,365. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Transferred November 5, 1912, to P. C. Seullin, Cairo, Ill., by Wiedmann-St. Louis Cigar Box Co., St. Louis, Mo. Re-transferred to Wiedmann-St. Louis Cigar Box Co., June 5, 1913, by P. C. Seullin, Cairo, Ill. Re-transferred July 29, 1915, to F. Teichman Co., George G. Koehler, Sole Proprietor, Cairo, Ill., by the Wiedmann-St. Louis Cigar Box Co., St. Louis, Mo.

PASS:—26,070. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Transferred August 25, 1915, to The Pass Cigar Co., Philadelphia, Pa., by H. J. Fleischhauer, Philadelphia.

CORRECTIONS.

CALUMET CABINET:—31,086. For cigars, cigarettes, cheroots. Published in the August 15th issue as having been registered for J. P. Ruby, Chicago, Ill. Should have read P. J. Rubey Co.

BIG LA PALINA:—31,094. Published in the August 15th issue as having been registered for Congress Cigar Co., Chicago, Ill., for cigars. Should have read cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco.

LITTLE LA PALINA:—31,095. Published in the August 15th issue as having been registered for the Congress Cigar Co., Chicago, Ill., for cigars. Should have read cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco.

Seattle Wants More Cigar Factories

Seattle cigar factories turn out about 5,000,000 cigars a year. The consumption of cigars in Seattle is at the rate of 75,000 a day, according to estimate. This brings the total yearly consumption up to more than 25,000,000.

Boston, which is more than twice the size of Seattle, is supposed to employ 5000 cigarmakers. Boston manufactures not only for home trade but sells its cigars all over the United States.

Seattle argues that it is entitled to a greater output of cigars and that it should be able to supply the home demand. At present there are said to be only eighty cigarmakers in that city but they are all busy. Wages are higher in Seattle and it is claimed that a cigarmaker working steady can average $25 a week.

If the Seattle smokers would only show a preference for Seattle-made cigars, it is believed that many more cigarmakers would be needed and the additional employment would add much to the growing payroll in that city.

However, while the Philadelphia-made cigars and the Tampa and Key West brands maintain their standards, Seattle smokers are very apt to neglect for the most part the home productions.

BUSINESS OPPORTUNITIES

For Sale, Wanted and Special Notices

RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

Special Notices.

DEALERS—Sell "Molotok" Russian Cigarettes. Something different. High class, but not high priced. Russian Import Company, 858 HArrison Building, Philadelphia, Pa. Pacific Coast Representative—Morris Burke, 108 West Third Street, Los Angeles, Cal.

MONROE ADLER,
CIGAR BROKER,
186 N. La Salle St., Chicago, Ill. 6-17-he

LANCASTER STOGIE COMPANY,
MANUFACTURERS OF HIGH GRADE STOGIES,
120 Water St., Lancaster, Pa.

HIGHEST GRADE OF WHEELING STOGIES—That will please the most exacting smoker, are made by C. A. Kase, Seventh and Main Streets, Wheeling, W. Va.; Factory 23; Established 1895.

Wanted.

ADLER & MYERSON, INC.,
Buyers of Cuttings, Scraps and Siftings,
332 East Forty-eighth Street, New York City.

WANTED—Union factory making goods from $20 to $40. Must be reliable manufacturer capable of turning out 200,000 per month for Chicago and the West. Address Box 93, care of Tobacco World.

WANTED—Cuttings, Scraps, Tucks, Siftings and Dust. Any quantity. Cash on arrival. Aetna Company, 428-430 East 106th Street, New York.

IMPORTANT NOTICE TO CIGARETTE MANUFACTURERS—We manufacture cigarettes for the trade; we also supply tobacco boxes and labels 25 per cent. cheaper than elsewhere. Brands registered. Write for particulars. Live distributors wanted. The Soter Company, 235 Canal Street, New York City.

Help Wanted.

EXPERIENCED DECORATOR will arrange for displays in cigar store windows in Philadelphia. Box 888, "Tobacco World."

For Sale.

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 E. 78th St., New York. 9-1-tf

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

FOR SALE—Cigar and Cheroot factory, fully equipped. Can be bought reasonable. Building included in sale or can be leased for a long period. Ohio Cigar Company, Springfield, Ohio.

FOR SALE—Two Graders and Sifters, 14 ft. by 3 ft. 6 ins. by 7 ft. Four double trays separate the tobacco fed to machine into five grades: cuttings, scraps, siftings, snuff flour and dust. Capacity 10,000 pounds a day. One Dryer, 18 ft. by 3 ft. by 4 ft.; Copper Trays, 16 ft. by 2 ft. One Elevator Hoist, one Tobacco Shaker, one Cuttings Cleaner. Address P. O. Box 475, Jersey City, N. J.

Utica Tobacconist to Move

George F. Murray, the well-known Utica tobacconist, with a store in Bagg's Hotel, has leased the building at 118 John Street in order to care for his growing business. The new building contains four stories and a basement. Mr. Murray will continue his retail business stands at Bagg's Hotel, the Hotel Utica and the St. James Hotel.

Mr. Murray formerly traveled for Stevens & Lockard, and engaged in his first business venture on January 1, 1899, when he bought the cigar stand at St. James Hotel. In 1901 he took over the Bagg's Hotel stand, and when the Hotel Utica was opened he secured the cigar stand privilege there. These stands have all been successful. Mr. Murray also formerly conducted the old Butterfield House cigar stand and he had the Hotel Martin stand during 1910 and 1911.

Wisconsin Tobacco Damaged

Within the last week the northern and eastern parts of Rock County, Wis., have been visited by heavy hail storms which have destroyed much of the hitherto fine tobacco crops. Growers near Center and in the vicinity of Porter suffered mostly from the hail, the plants being cut badly in these sections.

Local growers and farmers near Janesville have not been troubled with the storms and report their crops to be in tip-top shape. Cutting has commenced on the O. N. Coon farm east of Janesville, and this grower is more than pleased with his crop. The storms seem to have struck just the northern and eastern portion of the county and took an easterly course, after visiting these sections.

The Tobacco Trade in Colombia

High protective duties on imports of manufactured tobacco have apparently failed to stimulate either the production or local manufacture. The leaf grown on the coastal plains and along the Magdalena River is said to be of fairly good quality. Germany, in the past, offered the best market for Colombian tobacco, and in 1914, when the total exports from this port amounted to $178,900, about 82 per cent. went to Germany. The elimination of this market during the latter part of 1914 naturally caused a drop in the market value, and tobacco is now selling (June, 1915) at six cents a pound. During 1914 only $777 worth went to the United States.

The imports of manufactured and leaf tobacco in 1914 were valued at $33,747, and of this amount $28,856 worth was furnished by the United States. The largest imports consist of leaf tobacco, followed closely by prepared smoking tobacco.

The present year (1915) will no doubt show a decrease in imports owing to the excise laws of 1915 which prescribe a tax of $0.80 per kilo (2.2 pounds) on leaf, chewing and smoking tobacco of foreign growth, and $1 per kilo on cigars of foreign manufacture or those containing tobacco of foreign growth.

The high protective import duties coupled with the internal revenue taxes should benefit the local factories considerably. (The names of the owners of the cigarette factories may be obtained from the Bureau of Foreign and Domestic Commerce or one of its branch houses. Refer to file No. 63353.)—"Commerce Reports."

NEWMANN & GACH - Fancy Connecticut Wrappers and Havana our Specialty - Chicago

Leaf Tobacco Notes

CONNECTICUT

Suffield, Conn.

Fully two thousand acres of tobacco have already been sold or bargained for, and practically every firm of any consequence which has been buying in the Connecticut Valley in the past five years, has had representatives in town during the past week.

The crop as a whole is about average, while the prices are considered good. The hail-cut tobacco will probably not bring more than five to eight cents per pound in the bundle. No sale of this stock has been reported and the buyers seem to be keeping away from it.

The crops this year should average from 1800 to 2000 pounds to the acre where the growth has been good. The acreage will approximate 5000 acres, of which about 800 acres is shade-grown. Most of this is already harvested.

THE CAROLINAS

Kinston, N. C.

"Breaks" on all the markets of the bright leaf tobacco belt on opening day, were smaller possibly than were anticipated, but prices were better than had been hoped for. Best reports available are that Kinston sold 85,000 pounds, Wilson 50,000, Greenville 40,000 to 50,000, and LaGrange, a smaller market than the others, 60,000. Prices averaged about eight cents here and in Greenville, seven in LaGrange and five in Wilson, it is reported.

There were six of the big companies buying here. The presence of the Export Leaf Company on the market was encouraging, as it was recalled that for several days after the market opened last year this company was not represented by buyers. The highest price per pile paid here was thirty cents. The market being opened two weeks earlier than in 1914, and the fact that curing is not finished and the planters are very busy with harvesting other crops made the first day's results extremely satisfying to the tobacconists and farmers. On the opening day here last year about 150,000 pounds were sold.

The Tobacco and Cigarette Trade in China

The bulk of the enormous cigarette trade of China is supplied with American leaf tobacco. The British-American Tobacco Company and the Japanese Government monopoly use large quantities of the American leaf in the cigarette business throughout China, although the latter is largely supplied with Japanese tobacco. Tobacco imports into China declined 5,764,267 pounds in 1914. The reduction in valuation amounted to $766,420.

Both the British-American and Japanese tobacco and cigarette managers have large forces of trained men in the field, Americans being exceptionally active on the commercially aggressive staff of the former. A fierce struggle for business is being carried on by the rivals in this trade, particularly in Manchuria. A few years ago the British-American interests controlled fully half of the Korean business, but more recently that field has been largely abandoned to the Japanese.

At present the contest for the cigarette trade centers in Manchuria, where the Japanese, following an advantage secured during the Russo-Japanese war, in supplying hundreds of thousands of troops, have used all possible means to increase their sales. Both competitors utilize every means to popularize their products. Novel effects in advertising devices are numerous. The British-American Tobacco Company's printing and lithographing plant at Shanghai is a complete industry in itself.—"Commerce Reports."

JOHN F. HEILAND & CO.
Lancaster County Fancy B's
LANCASTER, PENNA.

J. K. LEAMAN
Packer of and Dealer in Leaf Tobacco
Office and Salesroom
110-112 W. Walnut St., LANCASTER, PA.
Warehouse: Bird-In-Hand, Lancaster Co., Pa.

John F. Nissly & Co
Packers and Dealers in
LEAF TOBACCO
And Importers of HAVANA
No. 143 Market Street, Lancaster, Pa.

Established 1890 Correspondence Solicited
KEYSTONE VARIETY WORKS
HANOVER, PENNA.
Cigar Ribbons, Silk Imitation and Muslinola Ribbon
Printed or Stamped in Gold or Silver
Labels. Stock Cards. Give Us a Trial. We Want Your Opinion

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of LEAF TOBACCO
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

For Genuine Sawed CIGAR BOXES, Go to Established 1880
Keystone Cigar Box Co., Sellersville, Pa.
Our Capacity for Manufacturing Cigar Boxes is Always Room for One More Good Customer
MONROE D. SELLERS, SELLERSVILLE, PA.

The Standards of America:
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

JOSE F. ROCHA Cable: "DONALLES"

Havana Leaf Tobacco

Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba

SAN MIGUEL 100 HABANA, CUBA

M. A. SUAREZ & CO.
(S. en C.)

Growers, Packers and Dealers in **Leaf Tobacco**

Figuras 39-41, Cable "CUETARA" Havana, Cuba

LOEB-NUÑEZ TOBACCO CO.

IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO

306 NO. THIRD STREET, PHILADELPHIA

K. STRAUS & CO.

Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

HIPPLE BROS. & CO.

Importers of Havana and Sumatra and
Packers of Seed Leaf Tobacco
Finest Retail Department in Pennsylvania

151 North 3d St., Philadelphia

For Quick Results
try The World's "Want Page"

A. Cohn & Company

Importers of Havana and Sumatra, Packers of Seed Leaf Tobacco and Growers of Georgia Sumatra

142 Water Street, . . . New York

Established 1870 Factory No. 79

S. R. KOCHER

Manufacturer of Fine Havana and Domestic Cigars and packer of Leaf Tobacco

Leading brands—"Volita," "Quaker," Nabobs," "1-4-5," "Havana Cream," "Imperial Beauty," "Little Yara"

Correspondence with wholesale and jobbing trade invited
Factory and Offices: WRIGHTSVILLE, PA.

MANUEL MUNIZ HILARIO MUNIZ
VENANCIO DIAZ, Special Partner

MUNIZ HERMANOS
S en C
Growers and Dealers of
VUELTA ABAJO, PARTIDO
AND REMEDIOS TOBACCO
Reina 20, Havana

CABLE: "Angel" Havana P. O. Box 98

E. Rosenwald & Bro.
145 WATER STREET - - - NEW YORK

E. A. KRAUSSMAN Importer of
HAVANA TOBACCO
168 Water Street . . . . . New York

SCHELTEMA & QUANJER
Importers of Sumatra and Java Tobacco
180 WATER ST., NEW YORK, N. Y.

JULIUS MARQUSEE, 141 Water Street, New York
Packer and Dealer in All Grades of Seed Leaf Tobacco
TELEPHONE 3956 JOHN

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THE TOBACCO WORLD GETS RESULTS

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Almacen de Tabaco en Rama

SPECIALTY—VUELTA ABAJO AND ARTEMISA

126 AMISTAD ST. HABANA, CUBA

HEINRICH NEUBERGER

Leaf Tobacco Merchant

HAVANA, CUBA—Consulado 115

NEW YORK, No. 130 Water Street BREMEN, GERMANY

CigarRibbons Largest assortment of Plain and Fancy Ribbons
Write for Sample Card and Price List to Department W

WM. WICKE RIBBON COMPANY

Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain

WOODHAVEN AVENUE, GLENDALE, NEW YORK

GEO. SCHLEGEL
22nd St. and Second Ave.,
NEW YORK

MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
AND TRIMMINGS.

CHICAGO, 105 WEST MONROE STREET,
LOUIS G. CAVA, Mgr.

SOBRINOS de A. GONZÁLEZ
Founded 1868

LEAF TOBACCO MERCHANTS

Packers of VUELTA ABAJO, SEMI VUELTA,
PARTIDO, and all varieties of Tobacco grown
in the Santa Clara Province

Cable Address "ANTERO"

WAREHOUSES and OFFICES
INDUSTRIA, 152, 154, 156, 158, HAVANA, CUBA

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

ERNEST ELLINGER & CO. Packers and Importers
OF HAVANA TOBACCO
Havana Warehouse, Salud 15. New York Office, 133-137 Front St.

Joseph Mendelsohn Louis A. Borneman
MENDELSOHN, BORNEMAN & CO.
HAVANA TOBACCO IMPORTERS
HABANA, AMISTAD 95 196 WATER STREET, NEW YORK

Manuel Alvarez & Co.
Importers and Packers of Havana Leaf
And Packers of Puerto Rican Tobacco
Havana Office: SAN MIGUEL 136 Puerto Rico Warehouse: CAYEY New York Office: 178 WATER STREET

E. L. NISSLY & SONS
GROWERS AND PACKERS OF
CHOICE CIGAR LEAF TOBACCO
Packing Houses: Lancaster, Florin. Main Office: Florin, Pa.

Critical Buyers always find it a pleasure to look over our samples
Samples cheerfully submitted upon request.

MILTON H. RANCK
Packer and Dealer in
Domestic Leaf Tobacco
Office: Cor. Duke and Chestnut Streets
LANCASTER, PENNA.
Packing Houses: Strasburg and Lancaster

Michaelsen & Prasse
Commission Merchants
Leaf Tobacco & Cigars
18 Obrapia Street, Havana, Cuba
Address: Cable "UNICUM" P. O. Box 28

MAXIMILIAN STERN
Havana Tobacco
Clavel No. 1, Havana, Cuba 165 Front Street, New York

ESTABLISHED 1877 NEW FACTORY 1904
H. W. HEFFENER & SON
Steam Cigar Box Manufacturers
AND MAKERS OF
Patented Wire Bound Shipping Cases
HOWARD & BOUNDARY AVE. YORK, PA.

HEYWOOD, STRASSER & VOIGT LITHO. CO.

26TH STREET & 9TH AVENUE, NEW YORK

MANUFACTURERS OF

CIGAR BOX LABELS
BANDS AND TRIMMINGS

WESTERN OFFICE
167 W. WASHINGTON ST. CHICAGO, ILL.

PHILADELPHIA OFFICE.
420 DREXEL BUILDING.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Established 1834
WM. F. COMLY & SON Auctioneers and Commission Merchants
27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
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CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

Havana Warehouse Monte 167 — Telephone John 1942
M. LOPEZ & CO.
Formerly of
CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJO TOBACCOS **90 Wall St., New York**

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37TH ST. BROOKLYN, N.Y.
CIGAR LABELS & BANDS
BRANCH OFFICE
170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR LABELS OF HIGHEST QUALITY — CIGAR BANDS, SHOW CARDS, FOLDING BOXES, ETC.
WM. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST
EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY

These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in THE TOBACCO WORLD. :-: No bogus Advertising admitted.

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26TH STREET & 9TH AVENUE, NEW YORK

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CIGAR BOX LABELS
BANDS AND TRIMMINGS

WESTERN OFFICE: 167 W. WASHINGTON ST. CHICAGO, ILL.

PHILADELPHIA OFFICE: 420 DREXEL BUILDING.

OUR HIGH-GRADE NON-EVAPORATING

CIGAR FLAVORS

Make tobacco mellow and smooth in character and impart a most palatable flavor

FLAVORS FOR SMOKING and CHEWING TOBACCO

Write for List of Flavors for Special Brands

BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS

FRIES & BRO., 92 Reade Street, New York

Established 1834

WM. F. COMLY & SON Auctioneers and Commission Merchants

27 South Second Street, Philadelphia

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INTENTIONAL SECOND EXPOSURE

The World's Standard Cigar

FLOR DE TABACOS DE PARTAGAS Y Cª HABANA

The Real Independent Factory in Havana

Cifuentes, Fernandez y Ca.

Calle De La Industria, 172-174

HABANA, CUBA

General Agent for United States and Canada

ROBERT E. LANE

115 BROADWAY, NEW YORK

SOL HABANA

Behrens & Co.

Havana, Cuba

Consulado 91-93

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always a little better than Havana's Best

LA DEVESA DE MURIAS HABANA

FIFTY SIX CIGARETTES

MADE IN AMERICA OF THE "HIGHEST GRADE TURKISH TOBACCOS" - NO OTHER INGREDIENTS -

CADO CO. INC. NEW YORK, N. Y.

There's No Denying the Fact

Tremendous is the only adequate expression we can use when mentioning the demand for "BOLD" cigars. We are not making our statement too strong when we say "BOLD" cigars have the largest demand in nearly every territory where they have been sold.

LA FLOR DE R. A. BACHIA Y CA TRADE MARK HABANA

BACHIAS

Havana Cigars

For Men of Means

Renowned for Uniformity

IDENTIFIED BY THE GREEN AND GOLD BAND

R. A. BACHIA & CO.

47 West Sixteenth St. New York

Unquestionably

BOLD

IS

"Above All"

The Nickel Cigar That's Miles Ahead

BOBROW BROS. :: PHILADELPHIA

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THE TOBACCO WORLD

SEPTEMBER 15th 1915

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Retail Rinkles

Trade Letters of Vital Interest from All Sections

Latest Reports from the Cuban Market

Latest News of the American Leaf Tobacco Markets

Registration of New Brands of Cigars, Cigarettes, Tobacco, Etc.

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PUBLICATION OFFICES: 236 Chestnut Street, Philadelphia

F. C. LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

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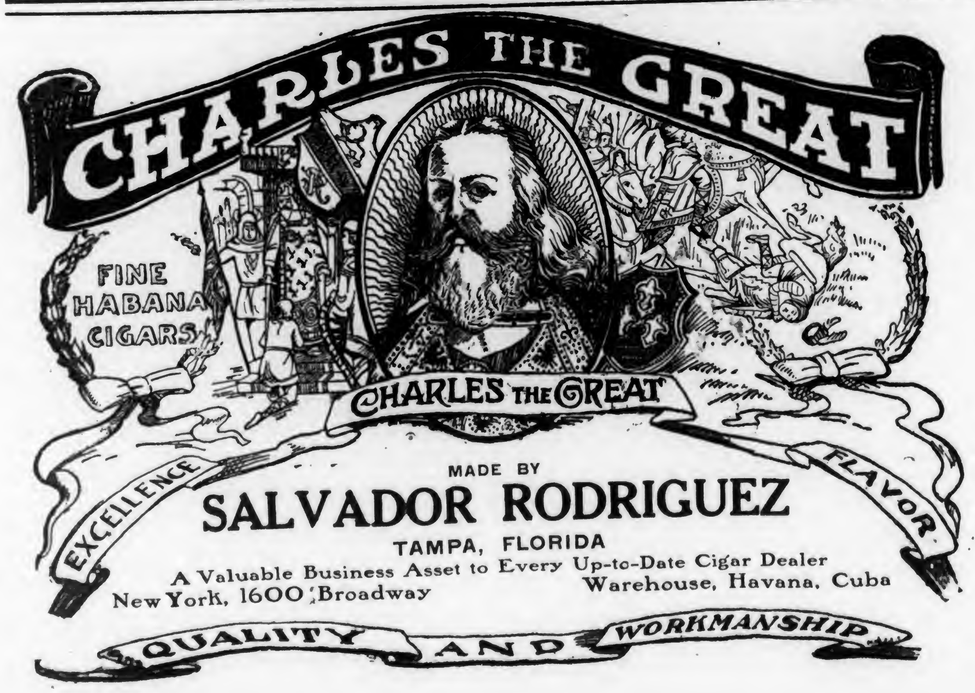
OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue



MADE IN BOND

HAVANA CIGARS

Highest Quality
Best Workmanship

MADE BY

V. Guerra, Diaz & Co., Tampa, Fla.

TWO NEW SIZES

SINTOMA

10c CIGAR

Blunt and Club, in the popular 10-top $\frac{1}{20}$-packing. Same real Portuondo quality at the right price. . . . . .

Juan F. Portuondo

Cigar Mfg. Co., Philadelphia

Know "What's What" in Clear Havana Cigars

ELISARDO

CLEAR HAVANA CIGARS
BALBIN BROS
TAMPA, FLA.

¶ One brand that will "repeat" is worth a dozen that won't. Stock "ELISARDO" cigars and watch your sales grow.
¶ A bonded factory, Vuelta Abajo tobacco and skilled workmen are reasons why "ELISARDO" cigars are in demand.
¶ Get acquainted with "ELISARDO" and know "what's what".

BALBIN BROS., INC.

TAMPA, FLORIDA

The Original and Genuine

Central Union

Smoking Tobacco in a New Cut

Packed in a Pocket-proof Package

1½ ounces—5 cents

United States Tobacco Co.
RICHMOND, VA.

For Gentlemen of Good Taste

San Felice CIGARS

The Deisel-Wemmer Company
LIMA, O.

F. C. LOZANO J. M. LOZANO

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U. S. BONDED CIGAR MANUFACTURERS

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OFFICE AND FACTORY; TAMPA, FLORIDA

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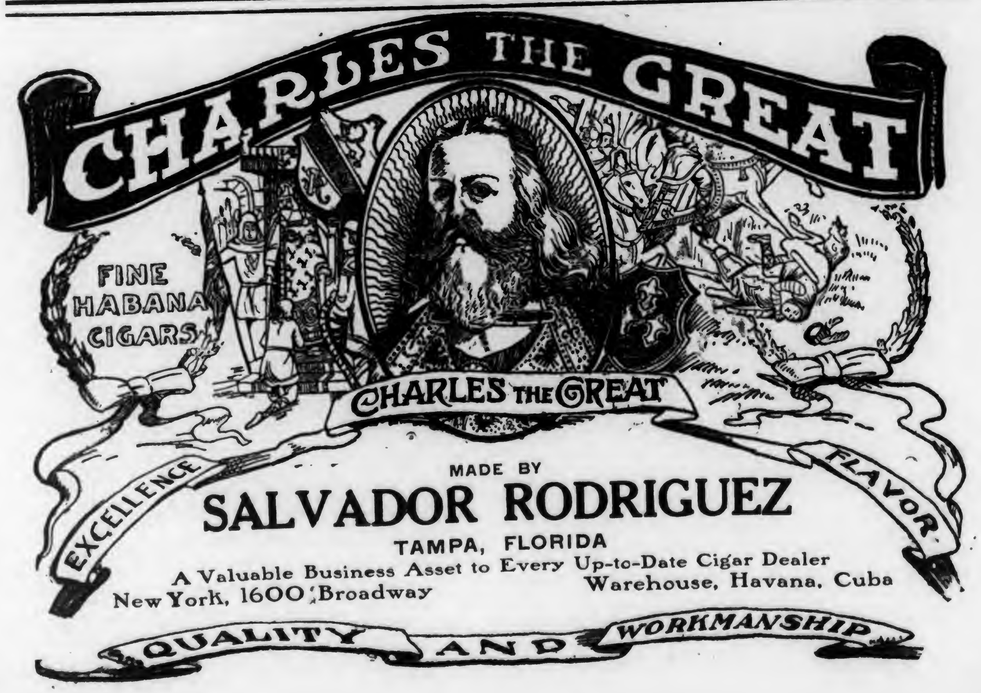

MADE BY

SALVADOR RODRIGUEZ

TAMPA, FLORIDA

A Valuable Business Asset to Every Up-to-Date Cigar Dealer

New York, 1600 Broadway — Warehouse, Havana, Cuba

MADE IN BOND

HAVANA CIGARS

Highest Quality
Best Workmanship

MADE BY

V. Guerra, Diaz & Co., Tampa, Fla.

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Blunt and Club, in the popular 10-top $\frac{1}{20}$-packing. Same real Portuondo quality at the right price. . . . . .

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For Gentlemen of Good Taste

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The Deisel-Wemmer Company
LIMA, O.

INTENTIONAL SECOND EXPOSURE

Quality Paramount

CELEBRATED

H. UPMANN CIGARS

H. UPMANN
HABANA

Strictly Independent Manufacturers

CHAS. LANDAU

Sole Agent for United States and Canada

82 Wall Street New York

Board of Trade Bldg., Montreal, Canada

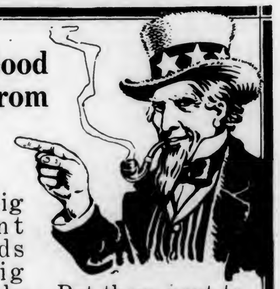
EL GENIO

Clear
Havana
Cigars

Made in Tampa, Fla.

P. Verplanck & Co.
263 Fourth Ave. New York

Here's Good Advice from Uncle Sam



"The Big Ten-Cent Tin" leads you to big ten-cent sales. Put them next to that Big Ten-Cent Tin filled with the finest, sweetest Kentucky Burley ever put in a pipe.

They will thank you a thousand times and bring a dime with every thank you.

For Pipe or Cigarette

UNION LEADER

REDI-CUT

P. Lorillard Company Established 1760

Best Quality **Best Known**

EDEN

The Cigar Without a Peer

Calixto Lopez y Cia
Habana

New York Office— 257 Fourth Ave.

Over 1000 Dealers in New York During 1914 Stocked

MI FAVORITA

CLEAR HAVANA CIGARS

The flower of perfect tobacco manufactured in bond has maintained "Mi Favorita" Clear Havana Cigars at the forefront of all brands. Quantity shipments from factory.

MI FAVORITA CIGAR CO., Inc.

Key West, Fla. 529 West 42nd Street, New York

"The Park & Tilford Standard"

HONESTLY ADVERTISED NOT MISLEADING

LA SARAMITA

Broadleaf
Wrapped
Havana
Cigars

Real Havana Tobacco Skillfully Blended

Pre-eminent by Comparison

THE SHIELDS-WERTHEIM COMPANY, Cleveland

Behrens & Co.

Havana, Cuba
Consulado 91-93

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always
a little better than
Havana's Best

LA DEVESA DE MURIAS HABANA

COPENHAGEN
Chewing Snuff

We guarantee Copenhagen Snuff is now and always has been absolutely pure.

It is made of the best, old, rich leaf tobacco. The Snuff Process retains the good of the tobacco and expels the bitter and acid of natural leaf tobacco, making Copenhagen the **World's Best Tobacco for Both Chewing and Snuffing.**

Whenever a dealer has any difficulty in obtaining his supply of Copenhagen Chewing Snuff satisfactorily, we will help him if he will write us.

WEYMAN-BRUTON COMPANY
50 Union Square North — New York, N. Y.

SANCHEZ Y HAYA

Factory No 1 — Tampa. Fla.

THE STANDARD OF EXCELLENCE IN CLEAR HAVANA CIGARS — FACTORY No 1 — TAMPA FLA — SANCHEZ y HAYA

A New Brand from Old Number 1.

Samples now ready for

"IGNACIA HAYA" Brand

These goods are the last word in fine cigars made from the choicest "Vuelta Abajo" tobacco, under U. S. Government bond inspection. 8 sizes only—Cigars to retail for 2 for 25c. to 25c. each.

Package and goods show quality and class in every detail.

"La Flor de Sanchez y Haya" have always been leaders in their field. Better than ever.

SANCHEZ Y HAYA, Tampa, Florida

FLOR DE
MELBA
THE HIGH NOTE OF QUALITY

THE cigar that is giving dealers big business everywhere.

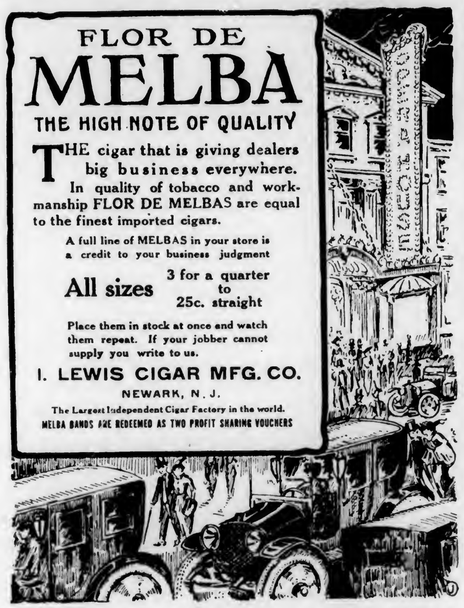
In quality of tobacco and workmanship FLOR DE MELBAS are equal to the finest imported cigars.

A full line of MELBAS in your store is a credit to your business judgment

All sizes 3 for a quarter to 25c. straight

Place them in stock at once and watch them repeat. If your jobber cannot supply you write to us.

I. LEWIS CIGAR MFG. CO.
NEWARK, N. J.
The Largest Independent Cigar Factory in the world.
MELBA BANDS ARE REDEEMED AS TWO PROFIT SHARING VOUCHERS



LIPSCHUTZ'S
44
CIGARS

"44" Cigar Co. Philadelphia

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

1871 GATO 1875

Write for Open Territory
Factory: Key West, Fla.
New York Office: 203 W. Broadway

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
401-405 E. 91st Street, New York

G. S. Nicholas & Co.
41 and 43 Beaver Street, New York

DIRECT IMPORTERS of the highest grades of Cigars manufactured by the

Independent Factories of Havana

all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

Price List Mailed Upon Request.

BAYUK BROTHERS

"HAVANA RIBBON"

FIVE CENT CIGAR
PHILADELPHIA

DIAMOND JOE MARK CIGAR FACTORY
ESTABLISHED 1860

Charles Denby

BEST THAT SKILL, ENERGY AND MONEY CAN PRODUCE
H. FENDRICH, Maker, EVANSVILLE, IND.

5c CIGAR

THE history of cigarettes is one of the real big American industrial romances, rivaling in daring and magnitude the romance of the reaper, the romance of steel, of cotton, of the automobile.

It is the story of an industry that has grown from a total product of 1,750,000 to 16,427,086,000 in forty-five years. And the history of Sweet Caporal is the supreme chapter in that romance. It is not only the original of all brands of cigarettes now on the market, but for two generations it has been the leader of all in volume of sales.

SWEET CAPORAL
CIGARETTES

In the famous box of 10 for 5c
Also in foil wrapped pkg., 20 for 10c

More than any other manufactured product it has spread the fame of "Made in U.S.A." to the far corners of the earth.

Purity is what made and maintained the popularity of Sweet Caporal.

It is one of the purest of all products —just the sweetest and the mellowest Virginia, North Carolina and Turkish tobacco plus an absolutely pure rice paper wrapper, making what "The London Lancet," the world's leading medical journal, declared after careful analysis to be "the purest form in which tobacco can be consumed."

THE AMERICAN TOBACCO COMPANY

Made at our Newark, N. J., Factories

ROCKY FORD

HAND MADE - NICKEL CIGAR

We also manufacture at our several Pittsburgh factories, a very attractive and extensive line of cigars and stogies to retail at 2 for 5 cents, and 3 for 5 cents. Our leaders

"FAMOUS" and "FLAG HEADS"

Write for full information

UNION AMERICAN CIGAR CO.
General Offices. PITTSBURGH, PA.

THE KEY WEST CIGAR FACTORY KEY WEST WEST

THE
Key West Cigar Factory
Factory No. 413, KEY WEST, FLA.

Office and Salesroom:
43 to 47 W. 33d St., New York

PIPER Heidsieck

CHEWING TOBACCO

Champagne Flavor

Every leaf of ripe, golden brown tobacco used in "PIPER" is carefully selected from Nature's choicest crops, clean, sweet and mellow. Our workmen are experts at blending the richness through the plug. "PIPER" is made as carefully as a pure food —it is wholesome, healthful, satisfying tobacco.

The world-famous "Champagne Flavor" of "PIPER" has added a rich, wine-like tang to the tobacco which is supremely delicious. This wonderful flavor of "PIPER" is found in no other tobacco.

Sold by dealers everywhere in 5-cent cuts and up—also in the new 5-cent and 10-cent slide boxes and in handy 10-cent tin boxes.

The American Tobacco Company

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE	FACTORY	WAREHOUSE
222 PEARL STREET	TAMPA	LEALTAD 129
NEW YORK	FLORIDA	HAVANA

Graham Courtney

"MILD HAVANA BLEND"

They Lead the Leaders

26 SIZES

Acker, Merrall & Condit Company

135 West 42nd Street, New York

HAVANA CIGARS

ROMEO Y JULIETA

The Leader in all the World's Markets

U. S. Representative: Wm. T. Taylor, 93 Broad St., N.Y.City.

Whip

Ready Rolled Tobacco

Past Success Plus Present Performance
SELL "WHIP"

First success is bad for some people. They're too liable to rest on their oars. We Pattersons are not that kind. We have scored many national successes but we have kept right on experimenting.

And now—after thirty years—we're ready to state that "Whip" is the sum-total of all tobacco goodness that Patterson genius can make it. It is the best smoking tobacco we ever made—also the mildest.

5c one-ounce tins, 10c two-ounce tins, and in handsome green pottery Patented Self-Moistening 1-lb. Humidors.

M. C. PATTERSON, President
PATTERSON BROS. TOBACCO CO., Inc.
Richmond, Va.

Also makers of "QUEED"—the big 2½-oz ten-cent tin—a little better than most 2-oz ten-cent tobaccos. You will find it a good seller.

Why Is It Necessary To Advertise
the Imported Sumatra?

The REASON:

American Sumatra Tobacco

Grown by

AMERICAN SUMATRA TOBACCO CO.,
142 Water Street, New York

Larrañaga Nacionales

Seleccion de Banquetes

This is the acme of refinement in the packing of cigars.

Each cigar is packed in an individual box, and therefore, every guest opens his own box, the cigar reaching his hands exactly as it was packed at the factory.

For dinners, banquets, society events, clubs, hotels and individuals; if orders are placed early enough, may have each little box inscribed with the name of the host, monogram or the dedication of the event thereon, which would add a touch of refinement to the function.

Packed in beautiful cedar boxes containing one hundred cigars.

Por Larrañaga
FÁBRICA DE TABACOS

New York Office
J. V. FLANIGAN
156 Fifth Ave.

Havana, Cuba
Carlos III, No. 225

A STEADILY INCREASING DEMAND FOR

"MAGALLANES"

Tells the story of this QUALITY Manila brand from La Flor de Intal factory.

Government supervision and inspection, fine tobaccos and skilled workmanship make "MAGALLANES" the leading Manila cigar of QUALITY.

Exclusive territory may be had by jobbers on certain other La Flor de Intal brands. Delay means lost trade and lost profits. If you want to build your business, send a post card to

SIDNEY J. FREEMAN, 123 LIBERTY STREET NEW YORK CITY

UNITED STATES REPRESENTATIVE of La Flor de Intal Factory, Kuenzle & Streiff, Inc.

H HAMILTON PROFIT SHARING COUPONS

"The System That Sells Your Goods"

is the title of a clear, concise analysis of the Hamilton service, its operation and appeal to your customers.

It points out the powerful features of our system and why it is the best, easiest and cheapest way to draw new trade and hold it. Write for a copy.

We will also send you the August-September number of "The Sperry Magazine"

THE HAMILTON CORPORATION

GEO. B. CALDWELL, President

2 West 45th St. New York City

BRANCHES EVERYWHERE IN THE UNITED STATES

Flor de Jeitles

CLEAR HAVANA CIGAR

5¢

JEITLES & BLUMENTHAL, Ltd.

PHILADELPHIA.

ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER

CLEAR HAVANA

CIGARS

Our Motto: "QUALITY"

Office and Salesroom, 801-803 THIRD AVE.

NEW YORK CITY

M. MELACHRINO & CO., Inc.

EGYPTIAN CIGARETTES

You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

GRAND DEPOTS OF M. Melachrino & Co., Inc. { London, 8 Regent St., S. W. / Cape Town, South Africa } Calcutta, 10 Government Place / Alexandria, Rue Chérif Pacha } CAIRO, Head Office and Factory Hamburg, 18-20 Grosse Bäckerstrasse

AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD PRICE LIST UPON APPLICATION

214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXV. PHILADELPHIA AND NEW YORK, SEPTEMBER 15, 1915. No. 18.

TOBACCO MERCHANTS' ASSOCIATION TO BE A NATIONAL ORGANIZATION

All Branches of Trade to be Brought Together—Preliminary Meeting Held to Consider Scope—Hearty Indorsement Given to Movement

AT a luncheon held recently in a well-known restaurant in Park Row a movement was launched for a national organization of the tobacco trade which is to include in its scope every branch of the trade from the manufacturer and leaf grower to the retailer.

Prominent trade interests were represented, as well as the trade publications, and all received the call for the organization with enthusiasm. That the various suggestions for the organization of the trade should result in a movement for a national body of the broadest possible scope is of the greatest moment to the trade in general.

Following speeches by those present, it was voted to form a temporary committee to issue a call to the trade, the committee to be composed of those in attendance.

The call in full follows:

The Call

Almost every industry has its active trade association with well-equipped offices and an adequate working organization that is employed by the industry from time to time as a medium for the correction of trade abuses, for the betterment of trade conditions, for the solution of trade problems, for the procurement of trade advantages, and for the protection of the trade against unfair and unjust attacks, whether from the press, platform or governmental agencies. The tobacco industry, although one of the greatest industries in the United States, has no such organized trade machinery in existence.

The tobacco industry is now passing through an era that is not only new but is entirely without parallel in the history of the tobacco trade. The disintegration of the big combination and the consequent multiplication of competing concerns; the expansion of chain-store enterprises and the vigorous competition between rival chain-store companies; the ever-increasing popularity of the small pocket package of cigars, the development of the coupon and gift systems, the ruinous price-cutting and reckless competition among distributors and retailers, the keen competition of the disintegrated companies among themselves, and the energetic contests for business gain among all manufacturers, and the organized and systematic attacks made upon the tobacco trade and against the use of tobacco products, have created a new situation with new trade evils that can best be abated, new difficulties that can best be overcome, and new problems that can best be dealt with by an active and progressive association.

The tobacco industry has indeed been well provided with associations representing almost every branch of the industry. Thus we have Cigar Manufacturers' Associations, Tobacco Manufacturers' Associations, Tobacco Growers' Associations, Leaf Dealers' Associations, Retailers' Associations, Jobbers' Associations, etc., etc. Some of them are purely social, most of them are so-called independent organizations, whose main object is anti-trust agitation,

(Continued on Page 16)

CONCESSIONS SOUGHT IN CUBAN TOBACCOS AS A COMPENSATION

Agriculture Inspector Wants Lower Duties on Leaf and Products—Would Help Meet Deficit Caused by Free-Listing of Sugar

GABRIEL CAROL, Inspector of Agriculture in the Cuban Department of Agriculture, recently arrived in Washington to present a plea for preferential rates on Cuban tobaccos, cigars and cigarettes, as a compensation for the placing of sugar from the Island Republic on the free list next May.

Mr. Carol argues that if a preferential duty was given on Cuban tobaccos it would not only be beneficial to Cuba, but to the United States as well, as Havana tobacco is better than other tobaccos, in that it contains a smaller part of nicotine.

It is pointed out by Mr. Carol that the advantages obtained by the United States are immense due to the commercial treaty which went into force December 27, 1903.

Consideration must however be given to the fact that sugar is not yet on the free list and should sufficient pressure be brought to bear, it is believed that the Democrats will find it necessary to put the old tariff on sugar again. The domestic sugar industry in the South asks for protection, and should they get it in this form, then our Cuban friends will have no reason for seeking lower duties on tobaccos as a compensation.

As far as the reduction on tobaccos is concerned, no doubt there will be a great deal of consideration given before anything is done. The clear Havana industry of this country is well developed and represents a very large investment of capital. Any reduction on Cuban tobaccos and its products would very materially affect the prosperity of such manufacturers in Tampa, Key West and elsewhere. Doubtless, should such a move be contemplated, there would be such a prolonged protest from our domestic manufacturers that the idea would die a natural death.

It may appear that Mr. Carol is right in maintaining that some compensation is due to Cuba, but there is liable to be a very widely dissenting opinion as to what form this should take.

Trade Luncheon at Biltmore, September 25th

For the furtherance of the plans for the formation of the Tobacco Merchants' Association of the United States a luncheon will be given on Saturday, September 25th, at 12 o'clock, noon, at the Hotel Biltmore, under the auspices of the tobacco trade press. All members of the trade are invited to attend and lend their assistance to the formation of this very much needed trade body. A charge of three dollars per plate will be made.

The very hearty endorsement which the movement has received from all departments of the tobacco industry assures the temporary committee of a wide-spread interest, and it is believed and hoped that every member of the trade who can possibly do so, will be present on Saturday, September 25th, at the Biltmore.

The interests of every person and firm in the tobacco trade are well worth three dollars spent to forward a movement for their betterment and protection.

Reservations can be made by getting in touch with any of the trade papers.

IRREGULAR PAGINATION

THE TOBACCO WORLD

ESTABLISHED 1881

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CIGAR MANUFACTURERS' ASSOCIATION OF AMERICA
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JOSEPH B. WERTHEIM, 81st and East End Ave., M'hat'n, N. Y..Treasurer
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J. A. BLOCK, Wheeling, W. Va. .....President
WOOD F. AXTON, Louisville, Ky. .....Vice-President
RAWLINS D. BEST, Covington, Ky. .....Secretary-Treasurer

Because organization means building, every member of the tobacco trade should give his earnest support to the present movements for the establishment of associations among the retail and manufacturing cigar and tobacco men.

Constructive Movements

To observe the power of organization one needs only to look at a hundred establishments which were once numbered among the mediocre, but which have since grown to gigantic proportions. The owners laid the foundation for the prosperity they now enjoy, but it is organization which maintains these huge establishments. At their deaths the businesses can continue uninterrupted because they are so organized and so maintained that even the great owners are only little cogs in the great wheels.

We need only to look about us to see the great reforms enacted in advertising, credits, merchandising, banking and a score of other fields to realize the benefits accruing from organization and co-operation. We have also to consider the great protection that these organizations have afforded for their respective fields of business.

Organization in the cigar and tobacco industry will not only make for higher standards of business, but will also afford protection to a giant industry that has until now received too little consideration from lawmakers and reformers.

There was a time when the cigars smoked in the different sections of the country were never heard of outside their respective territories. The jobber handled only those lines with which he was thoroughly familiar, and hence the retailer's stock varied but little from time to time.

The Tide Has Turned

Today Philadelphia-made cigars sell by the hundreds of thousands on the Pacific Coast. Cuban brands are as well known in Petrograd as in Havana.

The magic of advertising has asserted itself. Today the advertised brands of cigars, cigarettes and smoking tobaccos dominate the entire industry regardless of their place of manufacture.

The consumer has learned that advertised products are the economical purchases from a standpoint of values, the retailer knows that advertised brands are more readily sold than unadvertised ones, and the former means increased sales and increased profits.

Have you, Mr. Jobber, ever stopped to consider that the time expended in placing, helping to sell and collecting for unadvertised products, if placed to the credit of advertised goods, would mean hundreds of dollars of additional profits?

Preparedness for a big fall and winter business means a good line of advertised brands. The consumer is going to buy what he knows about—and don't forget that he knows the most about the brands that are advertised.

Trade Jottings

Mi Favorita Cigar Company, Key West, Fla., bonded factory, report that business for September opened in a rather satisfactory manner.

"Jose Lovera" cigars are being featured by the cigar department of the Joseph R. Peebles Sons' Company, Government Square, Cincinnati, O.

A large portion of the space in the new store of the Cone Drug Company, to open at 61 Peachtree Street, Atlanta, Ga., will be utilized for the cigar department.

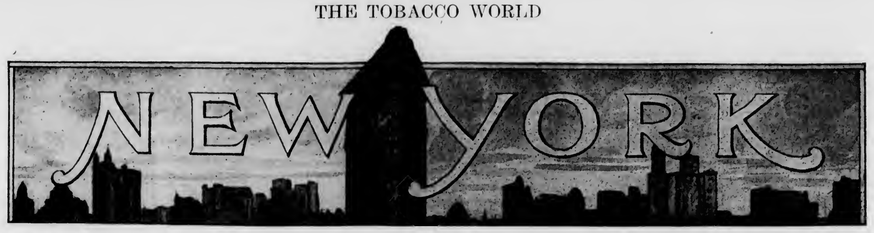
"Champion" is the name of a briar pipe that is being advertised by the "United" stores. It is fitted with a vulcanite mouthpiece, comes in a variety of shapes and retails at twenty-five cents.

Lang & Company, Portland, Ore., distributors of the "Chancellor" cigar of the American Cigar Company, were recently in receipt of a visit from H. H. Manley, of the latter company, who lent profitable assistance to the Lang salesmen in the covering of their territory.

It does not seem as if much of an effort will be required by Baker Brothers, Boston, Mass., to make the record which they have set for themselves on the "San Felice" and "El Verso" brands of the Deisel-Wemmer Company. Already they are sold ahead on the "San Felice" brand.

Schlebecker Gets New Fort Wayne Stand

The cigar stand of the Baltes Hotel, Fort Wayne, Ind., has been secured by Oscar H. Schlebecker, who will also operate a news stand in connection with the cigar and tobacco business. Mr. Schlebecker is well known to the cigar trade throughout the city. In addition to having been recently on the road, for ten years he was identified with Alter's cigar store.



Heard on Broadway

Joseph M. Diaz, president of the Preferred Havana Tobacco Company, has returned from his trip to the Pacific Coast.

Marcelino Perez sailed recently for Havana, where he will look over the leaf market in the interests of the firm's brands.

Harry Cordero, of E. P. Cordero & Company, has left on an extended trip through the West where he expects to gather in some big orders.

Robert H. Patterson, general sales manager for the "C. H. S." cigars, left town recently for a trip through the South in the interests of this brand.

Henry Salz, of 1256 Clay Avenue, formerly a cigar manufacturer, has filed a petition in bankruptcy showing liabilities of $1590 and assets of $181 in accounts.

Reports indicate that there is a continued demand for the "Admiration" cigar, made by E. Regensburg & Sons. Orders indicate that the brand is constantly growing in popularity.

Justin Seubert has been visiting the factory at Syracuse, but is expected back shortly, where he will busy himself with the heavy orders that are coming in on the "Optimates" brand.

The National Lithographic Company, of 533 East Seventy-ninth Street, has filed assignment schedules showing liabilities of $11,804, nominal assets of $7,812, and actual assets of $14,750.

Sidney Goldberg, of Simon Batt & Company, has returned to his Broome Street offices after a trip to Havana, where he secured some excellent leaf for the "La Verdad" cigar, which retains its position as one of the biggest sellers of the firm's brands.

J. J. Hogan, sales manager of the Clifford Cigar Windshield Company, left recently for Pittsburgh, where he will arrange for the distribution of the cigar windshield manufactured by his firm. The factory is swamped with orders on this clever article.

Recently interviewed regarding his trip to the West, E. R. Lincoln, of P. Pohalski & Company, manufacturers of the famous "First Consul" cigar, stated that he not only found the trade optimistic about fall business, but that he had also garnered quite a number of nice orders, a tangible forerunner of the promised harvest.

Fire Damages S. J. Freeman's Cigars

THE fire which recently occurred in the warehouse of the Hinman & Taylor Company, where the goods of Kuenzle & Streiff, Incorporated, are stored prior to shipment to customers, damaged about 75,000 cigars, composed of the "Magallanes," "Puntacima" and "La Flor de Asinga" brands, which were for customers of Sidney J. Freeman, sole agent of the Manila house.

Mr. Freeman requests the trade to keep a close watch on these brands in territories where these goods in perfect condition are being sold, and to notice such and to assure themselves as to whether they are damaged.

The factory advises Mr. Freeman that another shipment will arrive about the 28th, to take care of orders on file calling for September delivery.

S. J. Freeman left on Tuesday for a Western trip, and E. M. Freeman will shortly start on a trip through the Hudson River towns, Northern New York and Vermont.

Cut-Price War Raging on East Side

The Mutual Profit Coupon Corporation and the United Profit Sharing Corporation, the former fostered by the A. Schulte stores and the latter an offspring of the United Cigar Stores Company, and both with coupon systems, have been making merry recently on the East Side, where the only winner is the consumer, due to the fact that the battle is one of coupons.

The struggle began several weeks ago when the "United" stores increased the number of coupons given with certain brands of cigarettes. The Schulte stands responded with a cut in price. The "United" raised the ante a few coupons more and the Schulte people came back with another price cut.

The casual observer would find that the only difference in the coupons is the shade of green, one being more agreeable to the eye than the other. The shade, however, has little effect on the smokers, as either, in sufficient numbers, can be redeemed for razor blades or motor-cycles.

According to the Mutual Corporation one-third of all the cigarettes sold in New York are disposed of on the East Side, and for once we find the down-trodden workingman reaping a benefit in both price and in coupons. The smokers on the East Side don't care how long the battle lasts.

J. V. Flanigan Home From Successful Trips

J. V. Flanigan, representative for United States and Canada for "Por Larrañago," with offices at 156 Fifth Avenue, is home again after trips to Baltimore and Washington, and also to Boston. "Por Larrañaga" maintains its sales splendidly among the high-class stands in clubs and hotels.

The new banquet packing has created a favorable impression wherever introduced and "Por Larrañaga" bids fair to become one of the most popular brands at a number of exclusive dinners during the fall and winter months.

TOBACCO MERCHANTS' ASSOCIATION TO BE A NATIONAL ORGANIZATION

(Continued from Page 13)

and all of them limit their activities to an expression of opinions and sentiments in their respective convention rooms and to the discussion of general policies. None of them perform the functions of a real active trade organization that can render actual services to its members and which with its institutional facilities and its organized forces might be employed to correct trade abuses, to solve trade problems and to work for the common good of the trade.

Such an organization was perhaps impracticable, nor could its usefulness be of any great benefit while the tobacco industry has been divided into two opposing elements —the trust element and the anti-trust element. But since the disintegration of the trust into a number of separate and distinct companies competing with each other, the time has come when all fruitless agitation should cease and our efforts should be applied to the reconstruction and readjustment of the tobacco trade to meet the requirements of the new conditions.

There is no longer any occasion for separation of the tobacco trade into opposing elements. Barring ordinary business competition that must and always will prevail, all elements of the tobacco industry may well be united now and linked together into one representative body for the common good of all interests. Conflicts of the past should be forgotten and a trade organization should be formed for the good of the entire industry where the heads of the disintegrated companies of the former combine and the so-called independents shall co-operate with each other and work together for the benefit of all.

Such an organization, if it shall accomplish that one object, will have already merited its existence; but we propose to form an organization that will at the same time render beneficial services both to its members and to the entire trade—services that can best be performed by a well-equipped machinery of an association with the collective strength of the membership behind it. Thus, among other things, it is intended that the proposed organization should deal with the following subject-matters:

Maintenance of Prices

The tobacco business is a business of brands and trade-marks. In fact, the major part of the assets of manufacturers of tobacco products is in the value of their respective brands or trade-marks. Experience has shown that one of the most effective methods of destroying popular brands is by price-cutting. So long as the price of an article is maintained and the dealer makes a fair profit the producer has a friendly distributor for his goods, but when the price is once cut down to little or no profit the manufacturer has a distributor who is not only unfriendly but who makes it his business to sell substitutes whenever possible.

The right of the manufacturer to establish and maintain fixed resale prices of his products and thus protect his valuable brands should be legalized for the benefit of both the manufacturer and the distributor, as well as for the benefit of the consumer, who is frequently lured to fraudulent bargain counters by the advertisement of some well-known standard articles at cost or below cost.

The proposed association will by means of propaganda and otherwise endeavor to secure the enactment of appropriate legislation restoring the rights of owners of proprietary articles to fix and maintain their resale prices and to establish the principle of "an honest price for an honest article." This will minimize the demoralization in the tobacco trade and raise the standard of the tobacco merchant.

Prevention of Box Stuffing

The most wicked and vicious practice in the cigar trade is the refilling of cigar boxes. It is not only a violation of the revenue laws, but it works an injury to the owner of the brand, to the honest merchant who sells the brand, and to the consumer.

There are a multitude of manufacturers whose business depends largely on imitation and substitution of popular brands and chiefly of imported goods. It is a well-known fact that empty boxes and cigar bands of popular cigars have a market price.

The refilling of cigar boxes goes on and on year after year, and the same is true in regard to cigarettes. The practice of little stand-keepers to sell cigarettes by the penny's worth and refill the boxes is indeed a well-known evil.

In order to put an end to this vicious and outrageous practice we must have a well-organized force that will make it its business to gather evidence and procure the prosecution of such offenders.

It is intended that the proposed association shall employ competent agents for this purpose and use the power of its organization to eliminate such vicious practices from the tobacco business.

Protection of Trade-Marks

As already stated, the tobacco business is a business of trade-marks, and hence it suffers more than any other industry from infringements and counterfeits. While that evil will perhaps never be entirely abated, the proposed association will endeavor to minimize it. Through an organized force the association will investigate and secure evidence of such infringements, it will endeavor to procure criminal prosecutions of infringers when possible, and by means of publicity and other lawful methods it will seek to discourage that sort of practice. The association may also establish a bureau for registering and searching trade-marks.

Taxes and Revenue

The United States Government collects over eighty millions of dollars ($80,000,000) annually in tobacco taxes through the Internal Revenue office. In addition to this the government collects many millions of dollars in customs duties on tobaccos. Whenever additional revenues are required, whether by the Federal, State or local governments, the tobacco industry seems to be regarded as the first object for additional taxation.

It would indeed be well for the tobacco industry to have an association that should be vigilant and alert, and use all legitimate means to prevent the tobacco man from being over-burdened by an unequal and unjust share of taxation.

Tobacco Propaganda

The continual and ever-increasing attacks against the use of tobacco should be counteracted by proper propaganda. Tobacco as a germ-killer and disinfecting medium; tobacco as a comforter and friend in solitude; tobacco as a peace-promoter and friend-maker should be extolled in special booklets and distributed freely and extensively.

The question of providing smoking cars should likewise be discussed in appropriate forms of literature advocating that the right of the smoker, as well as the non-smoker, should be respected. Such services can best be performed by a trade organization such as we propose to form.

Excessive Freight Rates

Tobacco men have not infrequently just cause to complain against excessive freight charges, wrongful classification of merchandise, unjust discrimination on the part of the railroad companies, and exorbitant insurance premiums on the part of insurance companies. Complaints of that character coming from individual concerns do not always bring forth satisfactory results. We believe that an association dealing with such matters in the interest of the trade will be able to procure better results and may bring about a saving of enormous amounts that would otherwise be paid out in excessive rates, and perhaps in due time and under proper management such an association may establish a mutual or co-operative insurance plan covering both fire and employers' liability, as well as other forms of insurance.

Legislative Bureau

The tobacco industry seems to be the main target for all sorts of what is known as strike legislation. Not only is the industry threatened from time to time with hostile legislation, but it seems at times to be difficult, if not impossible, even to procure proper legislation for the benefit of the tobacco industry. The efforts of no individual tobacco concern, nor of any number of such concerns acting individually, can produce the effective and successful results that could be obtained in that respect through the united efforts of an organized body. The strength and the power of an organization acting for the entire industry usually goes farther than the most logical arguments of individual concerns.

An organization such as is contemplated, representing as it will, the entire industry with adequate means for campaigning against such, as well as other evils, cannot fail to achieve successful results. Such an organization will be able to keep itself and its members well informed as to all pending or attempted legislation all over the United States and through the instrumentality of its organized forces it may not only succeed in checking and preventing hostile legislation, but in securing proper and beneficial legislation for the tobacco industry.

Coupon and Gift Schemes

Coupon and gift schemes present a most interesting and difficult trade problem in regard to which the trade seems to be strongly divided. A live trade organization will bring together the leading concerns interested in this question in order that they might interchange ideas and views and unite upon a coupon policy for the carrying out of which the machinery of the trade organization might be utilized with great effect. Such an association would at the same time keep a watchful eye on the workings of all coupon and gift schemes, as well as all anti-coupon movements, and gather facts and statistics for the information and guidance of its members.

Misbranding of Tobacco Products

Another trade evil that should not be looked upon lightly is the practice of unscrupulous manufacturers in misbranding their products as regards quality. There are probably thousands of little manufacturers in the United States producing cheap goods, particularly in the line of cigars and cigarettes, putting them up in fancy packages and branding them as "Clear Havana" cigars or "Pure Turkish" cigarettes, as the case may be, and palming them off on the unwary dealers as genuine articles, selling at exceedingly low prices and yielding such dealers extraordinary profits, all at the expense not only of the consumer who is thus being deceived, but of the reliable manufacturing concerns whose trade is diminished to that extent.

A progressive trade organization would endeavor by means of a proper publicity campaign and by securing adequate legislation against the misbranding of such goods to minimize that practice.

Information and Statistics

To progressive concerns, whether great or small, reliable statistics are as indispensable as are their selling agencies or their buying forces. While such statistics are collected, compiled and published from time to time by governmental agencies, yet a trade organization can be of great service to its members in that regard by obtaining such statistics and information from the various governmental agencies, consular services and all other sources, and classify and compile them in such a way as to furnish its members from time to time with the exact information they may require. Moreover, the association would act as a sort of information bureau where its members would be able at all times to obtain information of all characters relating to the tobacco trade from the number of tobacco stores in a given town to the quantity of cigars imported from Manila.

The Retail Trade

The retail tobacco business has undergone a most wonderful evolution in the last score of years or so. From a business carried on in former years on a small scale requiring little exertion and ability, the retail tobacco business has become a real high-class business that offers excellent opportunities for the progressive and up-to-date business men.

The retail branch of the industry, however, has its evils and abuses, the most serious of which is price-cutting, that cannot be remedied without much difficulty. The very multitude of retail stores and the great diversity in the sizes and character of their businesses make it impossible for them to adopt and carry out any fixed policy or to follow any particular methods of doing business, with the result that competition and price-cutting have been carried on upon a reckless and ruinous scale.

In other industries prices are usually governed by the law of supply and demand, but not so in the tobacco industry. The tobacco business is a business of brands and trade-marks. There is never any over-supply of any brand that would justify price-cutting. The owner of a brand never permits his production to exceed the demand for it and the dealer's purchases of such brand never exceed the demand that he has for same. If, under these circumstances, the price of a brand is cut down, it is not due to any over-supply but to the conduct of the dealers themselves. Even the efforts of manufacturers to force some profit upon the dealers by the various deals that they are putting on from time to time, such as special concessions, drop shipments, combination purchases, quantity allotments, etc., do not seem to yield the retailer the intended profit, for even these special deals are promptly cut down to the consumer.

But the situation is by no means a hopeless one, nor are the problems thus presented impossible of solution. A live and active trade organization with constructive policies and progressive ideas will find ways and means to stop ruinous trade wars and reckless price-cutting. It will not seek to limit or restrain competition, but it will use persuasive methods to secure co-operation between the rival chain-store systems and the individual retail men, as well as between manufacturers and producers, to the end that regular prices on standard goods may be maintained and that competition might be confined within the boundaries of fair trading and sound business methods.

The retail business, more than any other branch of the tobacco industry, is in need of a trade organization that should have the means and facilities to ascertain the causes of all trade abuses and reckless business methods and to procure proper remedial action. A trade organization, well managed and adequately equipped and charged with the responsibility of looking out for the welfare of the industry, will keep itself in close touch with all interests and will endeavor to secure co-operation and mutuality among all elements and all branches of the industry for the common good of all. It will seek to discover and remove the causes of all trade evils and to find remedies for the betterment of trade conditions. Its efforts will not be confined merely

to propaganda or persuasion, but where legislation or governmental regulation may be necessary to achieve such object the association will use its machinery with the organized strength behind it to secure and apply such necessary remedies.

Realizing that the success of the man who stands behind the counter and reaches the consumer must necessarily inure to the benefit of all branches of the industry, the association will at all times make it its special business to further the interests and promote the welfare of the retail trade.

Kindred Organizations

Reference has already been made herein to existing trade organizations formed by people engaged in the various branches of the tobacco industry. But the functions of all these associations are confined merely to the particular branches of the industry that they are respectively interested in. Moreover, as already pointed out, the scope of their activities is necessarily limited by the lack of regularly maintained working forces that are indispensable in conducting active trade organizations. The Tobacco Merchants' Association is intended to be a National organization representing all branches and all elements of the industry and its activities as mapped out will be of the very widest scope, embracing every subject-matter that may properly come within the functions of a trade organization.

It should be stated, however, that the Tobacco Merchants' Association is not intended to supplant existing trade organizations or to interfere in any way with their activities. On the contrary it will co-operate with, and invite the co-operation of, all kindred organizations and will be ready at all times to place its machinery in motion in support of every movement of such organizations calculated to benefit the industry. Furthermore, in order that the Tobacco Merchants' Association may be truly representative, it is planned that the Association admit to membership duly elected representatives of all trade organizations in the tobacco industry who shall represent their respective organizations in the councils of this Association and take part in its management and its activities.

Related Products

While this Association as its name implies is fundamentally a tobacco merchants' association, its membership will not be confined to the tobacco industry. It will seek to enroll as members concerns engaged in the business of furnishing the tobacco trade such articles as may be termed related products and also the various supplies required in connection with the production of tobacco articles.

Conclusion

It is intended to form a trade organization to be known as "Tobacco Merchants' Association of the U. S.," that will maintain permanent offices with an adequate staff in charge who shall be in attendance at all times and ready to render such services and perform such functions as the interest of the trade may require. The subject-matters hereinabove dwelt upon are but a few illustrations of the many activities that such an association can be utilized for by the trade. Interesting trade problems of all sorts that individual concerns would not and could not undertake to handle could be dealt with by such trade organization and many of the innumerable trade difficulties that arise from time to time, and which individual concerns are powerless to overcome, can frequently be combated by the organized strength of an association.

Such trade organization, conducted under competent management, representing no special interest and no particular element, but whose business it shall be to carefully observe and study conditions, situations and problems as they may arise from time to time, with a view to finding ways and means and putting the machinery of the organization in motion for the correction of trade evils and for the betterment of trade conditions to the advantage of all elements and all branches of the industry, might be employed by its members and by the trade in general for the accomplishment of such purposes and for the attainment of such objects as can best be achieved by an association representing the entire trade rather than by individual concerns.

The maintenance of such organization will, of course, be expensive, but it is respectfully submitted that it will be worth a hundred times the cost for the good it will accomplish.

The activities thus mapped out for the proposed association, and the objects that it is intended to accomplish, will tend to remove the very causes that produce trade abuses and unhealthy trade conditions. Success in the efforts of such Association would mean an equal measure of benefit to all branches of the industry, and so it is hoped that the Association will commend itself to the respectful consideration and will receive a hearty welcome at the hands of all leading tobacco concerns. All of which is

Respectfully submitted,

J. P. Farron, manager Turco-American Tobacco Company.

Frederick S. Lucey, secretary Philip Morris & Company, Ltd.

D. A. Schulte, of A. Schulte.

I. A. Maaskoff, cigar merchant, New York City.

Nicholas Ehrlich, president Independent Retail Tobacconists' Association, Brooklyn.

Morris Krinsky, manager I. B. Krinsky Cigarette Factory.

Albert H. Hillman, formerly of A. H. Hillman Tobacco Company.

C. Fred Crosby, editor of "Tobacco."

J. Lawton Kendrick, publisher "The Tobacco World."

Carl Werner, editor of "The Tobacco Leaf."

C. A. Wessels, editor "United States Tobacco Journal."

C. A. Bond, assistant editor of "The Tobacco Leaf."

Vincent J. Farley.

A. Pollack, publisher "Retail Tobacconist."

Henry H. Hunter, counsel Independent Retail Tobacconists' Association of America.

Charles Dushkind, counselor-at-law.

Tobacco Stems in Great Demand

The advance in the price of commercial potash that formerly sold at about four and a half cents a pound and which has advanced to about twenty cents a pound, due to the European war, has had a tendency to increase the market value of tobacco stems. Tobacco stems furnish one of the most available sources of potash for fertilizing purposes. A ton of stems produces approximately forty pounds of potash, twenty-five pounds of nitrates and ten pounds of phosphoric acid, all having a value of about $12 at present prices.

Tobacco stems that have been marketing at about $1 a ton to concerns manufacturing tobacco extracts, are now worth from $10 to $12 a ton. As tobacco stems form the cheapest source of obtaining the chemical constituents needed in guaranteed fertilizer, they are now in demand.

More Cigars for Manila Commercial Company

The Manila Commercial Company, of 45 Broadway, has just received a cable from the factory notifying them of shipments of 325,000 cigars per the steamship China. This steamer is due to arrive in San Francisco on September 27th.

RETAIL RINKLES

Catchy Schemes Used Successfully By Thinking Men To Improve, Enlarge and Popularize Their Business

Concerning Coupons

In planning the introduction or renewal of premiums, cigar and tobacco merchants should take pains to advertise the fact throughout the entire neighborhood, and should instruct their salesmen to present coupons, certificates or sales slips to every customer who makes a purchase. If these are afterwards destroyed, that is the customer's privilege, and means that there will be just that many less which will be sent in for redemption, but the retailer should see to it that he fulfills his part of the plan by presenting them at the time the purchase is made.

Whenever practical the premium should be displayed prominently in the window, and neat window cards announcing the required amount of certificates or coupons necessary to procure the premium. If offered in conjunction with a cash payment this fact should also be announced.

An active mailing list has been found to be of great benefit in securing new customers, and announcements of new premiums, or other features relating to the premium itself, can be sent direct to the customer under one cent postage by mail. A correct list can easily be obtained by offering some novelty to the children, and special occasions such as Halloween affords the dealers splendid opportunity for securing a list that will be well worth the time and effort, when plans for the holiday season are ready to be sent out.

* * *

"Skate On Daddy's Smoke"

The popularity of the roller skate has in a number of instances brought success to the cigar and tobacco dealer who has offered these as premiums to the children of the neighborhood, but it was left to the fertile mind of a Yankee cigar dealer to adopt the advertising slogan: "Skate On Daddy's Smoke." This line was displayed in his store window, the small bags bore the inscription, and announcements sent through the mail, as well as envelopes, advertised the fact that this dealer would present each person with a pair of skates for the return of a given number of coupons.

* * *

The popularity of the foot ball has led many tobacco and cigar dealers to consider this as part of their stock, and while comparatively few dealers carry an assortment of these cool weather playthings, there is a catalogue showing the different styles from which a selection can be made.

In some communities the merchants permit the collecting of coupons from several families in order that the boys may receive and enjoy the premium as early as possible.

* * *

In visiting a manufacturer of cigars recently, I learned that he had notified his salesmen not to take any more orders for Christmas packings to be delivered during the month of November. This statement was father to the thought that it is not too early for cigar and tobacco dealers to map out and plan their holiday premiums and decide upon just what premiums will be offered, and the amount of certificates or cash sales slips will be required for the redemption to the articles.

Fountain Pens For Smokers

Practically every man employed in any clerical line, covets a fountain pen that will suit his particular style of penmanship. A cigar and tobacco dealer, located in a section where office buildings were the rule rather than the exception, conceived the idea of entering into a deal with the manufacturer of fountain pens, whereby a number of styles of pens could be obtained, and the particular style chosen at the will of the purchaser.

These pens were presented free with an order for one hundred cigars, which were made and sold under the name of the retailer. Upon duplicate orders, slips were given which were redeemable for ash trays, humidors and other articles dear to the heart of the smoker.

* * *

Kitchen Accessories

Any cigar and tobacco merchant planning or giving premiums would do well to include in his list articles that will attract the attention of the women members of the smoker's household.

This fact has been clearly demonstrated by one purveyor of smokes, who last year offered a small scale by which the various quantities of ingredients could be weighed, in the preparation of fruits that were to be prepared for use in the winter months.

These scales were given for the return of a given number of certificates, but certificates were given only when the amount purchased reached twenty-five cents or more.

* * *

Household Service

It is sometimes difficult to say just where an idea, once launched, will stop, and one merchant who hands out cigars, cigarettes and tobacco laid awake several night, planning how he might provide his two boys with something that would prove of merit to his store, and at the same time develop the good will of his customers.

Finally the inspiration came, that to all customers who could show a given number of sales slips, representing goods purchased at his store between the 1st and 30th of the present month, at the convenience of the customer, their screen doors would be taken down and placed wherever the judgment of the housewife dictated. The removal to be governed by the order in which the customer presented the necessary slips.

* * *

The approach of the cool weather signalizes the lighting of fires in kitchen ranges, and a little later in furnaces for house-heating purposes. This naturallly calls attention to the fact that receptacles for the carrying of coal would be in order as a premium, and there is one cigar and tobacco dealer located in a residential section, that will offer these useful articles for the return of cash register slips, representing goods purchased at his store. To any customer making a purchase of a box of fifty cigars, a small shovel is given free.

Cleveland

Jack Haggerty Joins Ranks of Benedicts—J. B. Shields Back in Town for Winter Months—Fine Window Displays Feature Fred Witte's Store

Cleveland O., September 12, 1915.

THE weather in the past ten days has been ideal for the retail dealers, and they all noticed a decided increase in sales. They are very optimistic in regards to the fall and holiday business.

C. Cleave, of the Weideman Company's cigar department, has been doing some hard work on their new "No. 31" brand, and it is selling very nicely with the trade.

The Grossman Drug Company have opened another store on East 105th Street, this being store No. 5. They carry one of the most complete cigar lines to be found in the city.

M. E. Loeb, Pittsburgh representative for the Shields-Wertheim Company, has moved his family to Pittsburgh.

George Bassett, of the Empire cigar store, has added a five-chair barber shop. The equipment is one of the latest and most sanitary on the market. It will undoubtedly be a good asset to his cigar business.

Harry Schaub, of the East 105th and St. Clair district, says business was never better. Mr. Schaub has built up a large business by handling nothing but high-grade merchandise.

Jack Haggerty, of the Haggerty Drug Company, has been passing out the cigars to his friends, as he has taken in a life partner in the business, "Mrs. Jack Haggerty."

Ralph Ray has purchased the store formerly owned by Bert Stewart, of East 152nd Street. Mr. Ray has been in this line for a number of years, and undoubtedly will be a success in his new location.

Morris Weiss, who for a number of years was located at the corner of East Fifty-fifth and Woodland, and sold out to the United, has bought the Euclid Arcade stand, formerly operated by Mr. Poole.

Sam G. Friedman, of the Erie Building cigar store, reports his business is growing far beyond his expectations. Mr. Friedman has only been in his present location about four months. Besides the brands he manufactures he carries a very large stock of imported and domestic cigars. He is featuring in his window this week "La Saramita" in all sizes.

Jack Curry, manager for the Fred G. Golmar Cigar Company, in their lower arcade stand, has been out plugging for holiday business, and was successful in contracting with some of the large manufacturers for Christmas orders. Jack believes in the old saying: "The early bird gets the worm."

J. B. Shields has moved his family from his summer home at Maplewood Beach to his city residence on East Seventy-third Street, for the winter.

The office building cigar stands have noticed a decided increase in their sales the past ten days, owing to the fact that their customers are mostly all back from their vacations.

The Fred G. Golmar Cigar Company have been featuring the "La Gerda" brand of the Shields-Wertheim Company in their windows the past week.

Large "Mail Pouch" thermometers have been placed on a number of prominent corners throughout the city by their local representative.

"Melachrino" window displays have made their appearance throughout the city in the past few weeks.

Louie Noble, who for a number of years was the Roig representative in this territory, but lately local representative for Sam Mechaloritz, has gone with the J. B. Moos Company. Needless to say that Mr. Noble will make a success of his new line, as he has a host of friends among the local dealers.

Popularizing "Piccadilly" Little Cigars

At the present time the American Tobacco Company, under the direction of L. R. Shelton, is conducting throughout Greater New York a wide-awake campaign for the popularizing of "Piccadilly" little cigars. In addition to window displays, placards and other means that are being utilized, the star feature is an animated truck, showing by means of moving pictures the process of the manufacture of the "little cigars." This truck traverses the various streets nightly and is attracting much attention.

Sadler & Pennington, Oklahoma City, Okla., have taken on for distribution the popular "Flor de Moss" cigar. W. P. Moss, of the company, was instrumental in placing the account.

Sheriff Sells Rutland, Vt., Cigar Store

The cigar store at 146 West Street, Rutland, Vt., owned by Leon Turcotte, was sold recently at auction by Deputy Sheriff H. R. Adams. The stock was bought by Mrs. Catherine Brislin, who conducts a retail cigar store on Wales Street. Proceedings instituted by Lew Abrams brought about the sale of Turcotte's place.

Patents of Interest to Tobacconists

Pocket Cigarette-Making Device, No. 1,150,824. H. C. Karlson, Hasbrouck Heights, N. J. August 17, 1915.

Cigar Package, No. 1,151,415. Irving L. Stern, New Orleans, La., assignor to Havana-American Company, New York, N. Y. August 24, 1915.

Tobacco Pipe, No. 1,152,163. Joseph N. P. Fournier, St. Hyacinth, Quebec, Canada. August 31, 1915.

Forming Cigars, No. 1,152,022. Albert A. Heyman, assignor to Universal Cigar Machinery Company, Incorporated, Baltimore, Md. August 31, 1915.

Smoking Pipe, No. 1,152,128. Frederick A. Stegner, Cincinnati, O. August 31, 1915.

Machine for Finishing Cigarette Seams, Nos. 1,152,716 and 1,152,717. Paul Drucklieb, assignor to New York Cigarette Machine Company, New York, N. Y. September 7, 1915.

Cigarettes Box, No. 1,152,818. Charles W. Hubbard, Jr., New York, N. Y. September 7, 1915.

Smoker's Article, No. 1,152,738. James W. Knoblock, West Orange, N. J. September 7, 1915.

Smoker's Convenience, No. 1,152,451. George E. Van Dusen, Cleveland, O. September 7, 1915.

Fred Witte, 1840 Euclid Avenue, has opened up one of the smartest little cigar shops in the city, the fixtures being new and original and the store is a beautiful creation of London taupe color.

Genial Fred is on the job every minute and, believe me, they have a fat chance to get by without buying. Fred prides himself with being quite a window trimmer and he certainly had a beautiful display of "La Gerdas" this week, and he just told the correspondent that he is receiving a big distribution on this cigar amongst the thickly populated automobile trade in his neighborhood. There seems to be no question about Mr. Witte making good in this locality which is our new business district.

In town the past week: Edward Jandorff and Emanuel Boasberg, Jr., of Keiser & Boasberg Company, Buffalo; Fred Singer, of Rossin & Son, New York; Elmer Thatcher, of Heywood, Strasser & Voigt Company, New York, and Frank Gleichman, of E. H. Gato Company.

"Dick."

Service—How It Concerns Us

From "Printers Ink"

A YOUNG clergyman, who was in the habit of spending his summer vacations in North Dakota, one day visited a town some miles away from the one where he was staying. He went to the local barber to get a shave. The barber, like all his fellows, was a more or less loquacious soul. He showed a friendly interest in the stranger who, by the way, was not dressed in clerical garb. He began to question him:

"Stranger here, ain't you?" The parson admitted it.

"Traveling man?" said the barber.

"No," said the parson.

"You don't live here, do you?"

"No," said the parson.

"Where are you staying?" asked the barber.

"Over at X——," said the parson.

"Whatcha doing over there?" asked the barber.

"I am supplying the pulpit," said the parson.

"Supplying the pulpit?" echoed the barber, who had never heard the phrase before. *"What with?"*

That question set the clergyman thinking. He began to ask himself what he actually *was* supplying that pulpit. It made him examine the quality of service he was giving. It made him resolve to improve it. The chance remark of that barber made a changed man of him. It knocked the self-satisfaction out of him, for one thing. It made him realize that he had been taking things too much for granted and that what he was *getting* had perhaps been more in his mind than what he was *giving*. And so on.

There's enough moral in this little story to provide the entire advertising fraternity with a complete set of wall mottoes. And yet, without being irritatingly goody-goody and psalm-singing about it, doesn't this question of service really enter into the prospects of every advertising campaign? Shouldn't "What will it do for the purchaser?" be one of the first considerations in planning the advertising of a produce? Isn't it possible to have "perfect" copy, "perfect" illustrations and "perfect" mediums, and yet have a campaign fall flat because the product exploited didn't perform a genuine service?

Haven't we all known of advertising campaigns that simply couldn't fail and *did?* Where everything that human ingenuity could devise was done? Where every detail that the mind of man could foresee was looked after? Where every facility for consumers to purchase was arranged for?

And yet dire failure was encountered. And why? Because, in spite of well-laid plans, foresight, precaution, liberal investment, capable talent and good advertising, *the campaign deserved to fail!* Because the product itself had no right to succeed! Because it had performed no kind of *service* to mankind. Didn't, in fact, give a square deal.

Let us get away from advertising for a moment and take a look at something far more serious. In Europe today we are witnessing an unparalleled example of efficiency, preparedness and scientific organization. "On paper" this combination could not fail. Based on "form," reason, precedent and practical common sense it could not fail. And yet, in spite of readiness, precaution and an almost supernatural foresight, it appears to have missed its mark.

Why?

Because it failed to take into consideration the *human* equation.

It is proverbial that the best-laid plans of mice and men "aft gang agley." And when they do "gang agley" it is usually because of reckoning without their host. Wherever the human equation enters into any situation it is folly to attempt to base calculations with any degree of mathematical certainty. The w.-k. human race refuses to be placed in the same category of fixedness as geometry. The actions of any aggregation of humans cannot be gauged with infallibility.

This holds good in advertising, too. Campaigns that are thought to be dead-sure things turn out to be merely dead. Then, when the gnashing of teeth begins, causes for failure are sought. The copy is blamed. The mediums are blamed. The agent is blamed. Everything is blamed but the right thing. It seldom dawns on us that *perhaps* a campaign does not deserve to succeed because the product advertised performs no real service.

The time has long since gone when service can be entirely onesided. The buyer and the seller must be mutually satisfied before permanent success may be said to have been achieved. Selling is not really selling unless the person sold stays sold. And stays satisfied.

More and more are we coming to recognize our relationship with, and interdependence on, one another. Mere superficial so-called cleverness is giving way to integrity. Putting something over on the other fellow, failing to give value, insufficient service, etc., have an unfortunate habit of coming home to roost. Getting rich quick by "advertising" is fast becoming a thing of the past, but the belief in its possibility still seems to exist.

The remembrance of the quack-medicine faker's methods is still vivid with us, and unfortunately the smear of his rottenness lingers in unpleasant association with advertising in the minds of many hundreds of thousands. Even today, in this enlightened 1915, there are still too many men and women—desirable men and women, too—who *suspect* advertised statements. We know their number is lessening daily and will eventually vanish, but what about the frightful amount of lost motion and waste every day that this is postponed?

Every kind of effort should be made to combat this condition and conquer it, and one of the first places to commence operations is in connection with advertising copy. We should lean over backwards in avoiding exaggeration, misstatement, misunderstanding, bragging, vulgarity or untruth. Those of us who are connected in any way with the advertising business should be keenly aware of the responsibility we undertake in the pursuit of our business. We should strain every endeavor to inspire more and more confidence in advertising as a whole. We should so speak of advertising and deal with advertising as to try to gain an ever-increasing respect for the business from outsiders.

Too many men adopt the same cynical attitude that characterized the remark of an advertising man made some time ago. A manufacturer asked him why he referred to his business as a profession.

"Because," said the advertising man, "it professes more than it performs."

So long as this kind of an element exists the respect that we think is due to the advertising business will not be paid. Like our friend the clergyman, it is up to us to find out "what we are supplying."—Percy Waxman, in "Printers' Ink."

Patents a Sanitary Cigar End

With a view to avoiding the unsanitary mouth moistening of the fingers by cigarmakers, W. F. Ligety, of New Yory City, has patented a cigar in which the wrapper is applied to the "bunch" and has a portion extended beyond the end of its body portion and twisted to form a strand which is coiled about the end of the cigar with its end tucked underneath the adjacent convolution, so that the end of the cigar is retained in position and protectively reinforced without the use of a paste. Hence there will be no necessity for the cigarmaker to moisten his fingers.

Tobacco

AMERICA has made two magnificent gifts to humanity, Democracy and Tobacco; and while Democracy is still slowly and painfully fighting its way into the heart and brain of humanity, Tobacco has made its conquering march all round the earth.

When the galleys of Spain first touched the islands of the Carib seas, Columbus found the Indians smoking the fragrant plant the world now knows as tobacco; and when the Elizabethan adventurers anchored in the waters of Virginia, Raleigh and his companions marveled at the odorous weed the red man used for counsel and comfort. They carried it back home and sang its praises; and though its use was met by the counterblasts of kings, the condemnations of churches, the anathemas of autocrats, the curses of councils and the penalties of princes, it would not down. It had in its magic leaf that balm and boon that mortals craved, that antidote for the worries and wearinesses, the toils and troubles of daily life, that men sought; and despite all opposition it remained and slowly and surely marched across Europe burning its incense in the nostrils of priests and potentates; and in the passage of time kings and courtiers, councillors and churchmen confessed its charm and surrendered to its wile.

It marched triumphantly beyond the frontiers of Europe; Christian and Jew, Moslem and pagan, gave it welcome. It penetrated Africa while civilization hesitated on its coasts; it invaded the empire of the Turk; its incense arose by Mahomet's tomb in Mecca; it passed from Arabia to Persia; it traveled the trail of Alexander's phalanxes through Afghanistan to opulent India; it surmounted the snowy Himalayas; it scented the Vale of Cashmere and pushed into the mysterious empire of Kublai Khan; it went with caravans to China and with caravels to the Indian seas; Japan and the Indian Archipelago came to know it, and the Spice Islands, Polynesia and Australasia owned its sway.

Today the empire of Tobacco comprises all earth.

Go where you will, from pole to pole, in the jungle and the desert, on solid land or on the Seven Seas, where the solitary herdsman guards his flock, or the silent soldier keeps watch and ward, in the palace of the prince or the cabin of the peasant, in the chamber of the scholar or the shelter of the savage, in the populous city or on the lonely plain, in the icy desolation of the Arctic waste, or the hush and beauty of the palm-clad isle, in the twilight of the Christian cathedral or the shadow of the pagan temple, in the miner's pit or the prisoner's pen,—anywhere, everywhere under the sun and stars, wherever mortal man sets his foot, the incense of Tobacco rises to perfume the air and the fragrant essence of nicotine brings calm and peace to the nerve and brain, the heart and soul of humanity. Tobacco is conqueror and the beloved of the conquered; a conqueror who has come in sweetness and peace, preaching and triumphing in the gospel of content.

Tobacco roasted and ground to snuff and treated with perfumes had a wide and fashionable use in former centuries; the man of fashion carried an ornate snuff box; my lady snuffed with fine airs and many affectations; and the use of snuff, its giving and its taking, had a ritual and a cult, a method and an elegance that stamped the user as a person of social consequence. Then snuff and the snuffer passed out, leaving a trail of artistic snuff boxes for the connoisseurs to collect and a few phrases in the language like "up to snuff" to indicate a man of spirit and sagacity. Snuff has fallen from its high estate; it is now relegated to the chewers and rubbers of snuff in the hookworm districts of Dixie.

The joys of tobacco, the pure pleasures of its soul, are only realized by the smoker, the man who burns his weed, tastes its savor in his mouth, and catches its fragrance in his nostrils. The smoker has three mediums of expression—the cigarette, the cigar and the pipe—and into the choice of these enter the questions of time, taste and temperature, custom, country and climate.

The cigarette is the light and laughter of smoking, the fluff and lace of tobacco; a puff, an essence and a flavor, and it is done. It is the dainty luxury of my lady's chamber, the ephemeral whiff of the student and the writer; something clean, white, chic, to puff and cast aside, sweet to palate and nostril, an incense burned in a moment to the Goddess Nicotina between courses and between whiles, that satisfies without satiating, a gentle stimulus to thought and action. Many nations in many lands have known the cigarette for years, and it has come into American life and usage with the charm and quiet of a sweet spring day, and it has come to stay, its undisputed excellence and merit being passports to the favor and the fancy of the smoker. It fills a long-felt want and fills it at moments and on occasions when its more robust relations, the cigar and the pipe, would be *de trop*.

The cigar is the smoke of the man of means as well as the man of mediocre means; and it ranges in quality and desirability from the fragrant and delicious product of Havana to the pungent and strangulating stogey of Pittsburgh. It is the smoke of the luncher and man of business; its soothing influence clinches many a bargain and removes many an irritation; and when the day's work is done and men relax, digestion is aided and good humor assured under the gentle ministrations of the cigar. It enables us to endure the bore and listen to the windbag; its flavor and its essence mingling with the consolatory savor of Mocha bring a tolerance and urbanity after dinner that make the cigar a civilizing factor in the hurried life of the age, and a blessing to crown the last digestive duty of the day.

The pipe is the universal comforter of man, of man in every grade and stratum of life; its form and material vary as numerously as the smokers differ; but king and clown, prince and peasant, aristocrat and anarch, whatever their principles and prejudices, politics and predilections, piques and preferences, all unite in praising the pipe of peace and drawing content and consolation from its glowing bowl.

Whatever the individual taste and temperament, there always comes a day when the trifler with the cigarette and the slave of the cigar goes to the pipe to suck comfort from its stem and calmness from its soul. The pipe is the crucible in whose fragrance fires the worry and weariness of the day are consumed and in whose cool, white vapor the troubles of the hour are dissipated. It engenders thought; it begets calm; it sweetens and straightens the intellectuals of the scholar; it untangles the kinks in the philosopher's mind; it banishes the troubles and removes the vexations of the business man; it consoles the heart and strengthens the courage of doubt and discouragement; it lightens the heart of labor, and decreases the pains of suffering; it peoples the loneliness of the night, cheers the soldier on march and in bivouac, and the sailor on the deep; and is in fine the consoler and comforter of all earth.

It is a blessing in a weary, wicked world; and not the least of its merits is the glorious fact that it was unknown in Israel and its name unwritten in the Bible; and so became pulpit-proof, free from the anathemas of the text quoter and beyond the denunciation of him who draws all his ammunition from the scripture.

Praise God from whom all blessings flow, not the least of which is the Indian weed, Tobacco.—Joseph Smith, in "Truth."

Advertising Pointers

THE success of an advertising appropriation depends upon the completeness and ability of its plan. No amount of clever copy or big space will make recompense for a fundamental error in the plan. Nor can any part of the work be neglected, or the general results will suffer.

It is a fact that the retailer's support is absolutely essential to advertising that aims at sales through retail stores, and the recent conversions to his long-established claim is eloquent proof.

To reach the retailer, persuade and convince him, is therefore a particularly important part of all advertising.

Here is the need of the reliable trade paper made clearly manifest at the very inception of the plan.

Trade paper advertising is maligned only when it is misunderstood and misapplied. In its present state of development, it presents the same definite appeal for direct result as does the advertisement of a retailer to his customer.

Make careful scrutiny of the advertising make-up of the great papers, which specialize in the field. You will find advertisements characterized by a skill in writing, illustration and typography, unsurpassed by those in the leading magazines. Of course, there are some which cling to the old form of standing card or bill-board display, but these are happily in the minority.

The trade paper advertiser has at last been shown the efficacy of a trade paper plan—a systematic conduct of his campaign which shall ignore no possibility of variety and efficiency. Such campaigns are now the rule in those trade papers whose circulation is trustworthy and sufficient in volume to make good.

I know of an intelligent trade paper plan that placed the goods in the hands of 200 jobbers and 25,000 retailers. Estimate the average number of customers to each of these retailers at 1000 only, and you see that the trade paper also placed this line before 25,000,000 consumers, influenced daily by the retailers' displays and advertising.

Pretty good for trade paper advertising? Yes, and these results are by no means exceptional. I can point to a number of big manufacturers in various lines whose entire selling expense is compassed within a trade paper appropriation. I can show you others who increased their business threefold in one year by trade paper advertising alone, without the increase of a single salesman.

I can tell you the names of the most successful national advertisers who use the trade papers continuously every week in the year. They realize that no amount of consumers' advertising is efficient unless it enlists the retailers' continuous and active support, and they go to the trade paper to get it.

The really vital trade paper of today has outgrown the name of trade paper. It is a good deal more than a vehicle for prosy trade notes and write-ups, associated with the old name trade paper. It is an exponent of selling science in the most modern sense. It leads the trade to profitable purchasing by authentic fashion forecasts, collated from foreign sources at great expense. It relates new methods of merchandising, new systems of accounting, new improvements in equipment—everything, in fact, which may make its readers more successful merchants.

Go to the retailer yourself and ask him what he thinks of his favorite trade paper. Nine times out of ten he'll tell you he couldn't possibly do without it. Ask him about its advertising interest to him. You will find it equal to his editorial interest. It is a friend, a faithful teacher, a decisive factor in his profit-earning capacity—a market-place holding up the wares of his trade before him on his desk.

Investigation like this will prove the power in trade paper advertising properly applied. No other form of advertising is so truly an investment. None pays such interest in real, countable results.

But remember this—when you talk to the trade, talk like a salesman. Put yourself in your reader's place. Think his thoughts, say them in the right trade paper, and then you need never worry about results.

Don't drop this matter from your mind—consider what it really means to your business to tell the story of your goods interestedly and continuously to your entire retail trade. It will increase the efficiency of your salesmen wonderfully. It will publish the merits of your line nationally. It will add new accounts and invigorate the old. Publicity is necessary in this day and generation, and trade paper publicity is the handiest, quickest, cheapest way to make more merchants sell more of your goods.—Franklin T. Root in "The Textile Manufacturers' Journal."

Perth Amboy Man Patents Tobacco Cutting Machine

Herman Rosenthal, manager of the Rippen Tobacco Factory at Perth Amboy, N. J., is credited with having perfected and secured a patent on a leaf tobacco cutting machine which will revolutionize the industry according to reports. A company has been incorporated with a capital of $25,000 to manufacture and sell the invention.

One of the greatest problems that has confronted the cigar-maker is to have the tobacco in the proper condition for making cigars; that is to say, not too dry or too damp. If the leaf is too dry there is danger of breaking it while handling, and if it is too damp, it cannot be used until it has been dried. With this in mind, Mr. Rosenthal has been working on the device for many years, and in 1911 final application for patent was made. So intricate was the workings of the machine that the inventor was compelled to make several trips to Washington to explain the plans to the commissioner of patents, but Rosenthal's hopes were realized recently when he received the patent from R. F. Whitehead, assistant government commissioner of patents.

One of the chief features of the machine is that it will moisten the leaf of tobacco that is too dry, or dry a leaf that is too damp. The operation of the machine is caused by placing the leaves upon a die, after which a valve is pressed, thereby cutting the leaf into proper size and shape, and putting the same into proper condition, and numbering the amount of leaves which are cut.

Good News from Cuesta, Rey & Company

Indicative of the improvement in business is a brief message just received from Cuesta, Rey & Company, who write: "Our business was never better, and we anticipate a record-breaking Fall."

Liggett & Myers Purchase Richmond Property

The Liggett & Myers Tobacco Company has recently purchased the property on the northeast corner of Sixth and Canal Streets, Richmond, Va. Tax was paid on a valuation of $65,000.

Voliva Bars Tobacco and Doctors

Judge Edwards recently granted an injunction restraining B. M. Simmons and W. H. Febry from operating a drug store, selling tobacco, or harboring a physician on their premises in Zion City, Ill.

The restraining order was applied for by Wilbur Glen Voliva as head of the Christian Catholic Church in Zion, which was founded by the late John Alexander Dowie. The lease under which the ground was rented to the druggists, Simmons and Febry, is said to prohibit the use of the land for purposes opposed by the Dowie religion, a tenet of which is cure by faith.

Tampa

Made-in-Tampa Week Begins September 20th — Alleged Box-Stuffer Arrested by Revenue Officer—Harry Mousdale Will Soon Seek Christmas Orders

Tampa, September 11th.

THESE are days of activity! Not only are the cigar manufacturers being kept busy, but the city is awakening to the fact that she has other articles of merit which would not lose caste by being better known. To this end she will hold a "Made-in-Tampa" Week, September 20th to 27th, when both by demonstration and display a bid will be made for more extensive business along the lines in question. The cigar industry being acknowledged the leader here, will not take part. West Tampa, not to be outdone in the matter of advancement, has organized a Boosters' Club, which name speaks for itself. Further aggressiveness for the advancement of the city will be carried out when next February Tampa will hold a South Florida Fair in connection with the Gasparilla Festival, starting February 4th and ending February 12th. One of the principal features of the fair will be the part taken by the cigar manufacturers.

Much interest was manifested in the recent arrest at Jacksonville, Fla., of G. J. Gonzalez, a cigarmaker, charged with placing cigars of another make in the "C. H. S." boxes used by Val M. Antuono for the packing of his well-known brand. Gonzalez' arrest came as the result of evidence secured by James B. Dodge, Deputy Collector of Internal Revenue at Jacksonville, Fla. Instances of the same kind are said to have occurred here. Mr. Antuono plans to prosecute all such infringements.

Ramon Alvarez & Company are expressing satisfaction at the manner in which their new all-Havana cigar, the "Tampa Commercial," is being received by the trade. This brand which retails at five cents was only recently placed on the market. Current returns on the brand seem to indicate a quick popularity for the "Tampa Commercial."

Fred Hensley, proprietor of the cigar stand in the Hillsboro Hotel, is back again following his trip to the Exposition. En route and returning he stopped off at a number of the principal cities of the country, among them being Chicago, St. Louis, Kansas City, Detroit, Seattle, Tacoma, Salt Lake City, Toronto and Montreal.

Numbered among the various visitors in town for various stays recently were: W. J. Webb, district manager from Richmond, Va., for the P. Lorillard Tobacco Company, and C. R. Kreager, representing Liggett & Myers.

August was a record-breaking month for sales on the well-known "Jose Vila" cigar of Berriman Brothers. Immense orders are also reported by Regensburgs on their popular "Admiration."

Jerome Regensburg was among the recent arrivals in town.

Matthew W. Berriman has come back to the factory for a brief period.

A. Santaella, of A. Santaella y Ca., left last week for New York City.

Harry Roberts, of J. W. Roberts & Son, is back in town, following his trip to the Expositions.

A. L. Cuesta, Sr., of the "Truly Spanish House," left last Sunday for a fortnight's trip to Havana.

D. H. Moulsdale, who represents Sanchez & Haya in the East and South, left the factory recently for Atlanta, following which he goes on the road for his Christmas orders. Mr. Moulsdale expressed himself as being optimistic regarding prospects for future trade.

Receiver Appointed for Shattuck Cigar Company

Judge Christopher T. Callahan, Holyoke, Mass., has handed down a decree in Superior Court appointing Edward J. McMahon, Worcester, as receiver for the M. E. Shattuck Cigar Company, 61 Southbridge Street, Worcester.

Mr. McMahon, according to the order of the court, is to run the business at his own discretion, pay and receive all bills and wind up the affairs of the company.

The appointment of a receiver was made following an application several days ago in a bill of equity filed by Attorney Frederick B. Spellman as counsel for John H. N. Schuermann, administrator of the estate of Charles H. Schuermann, against William Nevill.

The petition alleged that Charles H. Schuermann died July 26th, and that in the summer of 1910 Charles H. Schuermann and Mr. Nevill formed a partnership for the manufacture and sale of cigars, under the name of the M. E. Shattuck Cigar Company.

The petitioner further alleged that both he and Mr. Nevill were anxious to continue the business, but that each wished to continue it alone, without any partnership with the other, and that various offers and counter-offers had been exchanged between the parties as to buying out the other, but that they had been utterly unable to agree on the terms.

The court was asked to restrain the respondent from further carrying on the business and for an accounting and receiver to wind up the affairs.

Attorney Charles T. Tatman appeared for the respondent. Attorney Spellman was at the court session and, after a conference with Judge Callahan in the lobby, the announcement of the appointment of Mr. McMahon was made. According to Attorney Spellman, the parties had agreed to the appointment of Mr. McMahon.

Memphis Business Men Optimistic

M. F. Herron, division manager for the Burley Tobacco Company, Louisville, Ky., en route to Louisville, after covering all the jobbing points of West Tennessee, in speaking of business conditions in that part of the State, said:

"I was agreeably surprised at the optimistic state of mind in which I found the wholesale trade of Memphis. The jobbers of that city are looking forward with seemingly absolute confidence to a good fall and winter business. They state that the European countries have exhausted their stocks of cotton on hand and they can see no reason why the crop now being gathered should not start off at better prices than obtained when at the highest point of last season. For this reason, as well as on account of conditions generally, they see no reason why we should not have the most prosperous season that we have enjoyed in years."

Theatre Cigar Store Sold

The Theatre Cigar Store, Third and Ripley Streets, Davenport, Iowa, has been purchased by Chris F. Sass and Louis C. Voss, both of Davenport. The store was formerly conducted by Con J. Gleason. Voss & Sass announce that they will handle a complete line of all the popular brands of cigars and tobaccos. They will also conduct a pool and billiard parlor in conjunction with the cigar store.

Harry Clark, R. G. Dunn & Company, recently returned to the city, following his trip through South Florida in the interests of his company.

M. Bustillo, formerly of Bustillo Brothers & Diaz is the head of the new firm of M. Bustillo & Company, which has recently come into existence. The new concern occupies the building previously used by Delano & Company. "La Flor de M. Bustillo & Company," is the company's leader.

Perfecto.

Philadelphia Notes

D. Harry Maulsdale, general sales representative of the Sanchez & Haya Company, Tampa, Fla., was in Philadelphia last week.

Luckett, Luchs & Lipscomb are distributing ash trays, which represent high-class Ech-Craft, advertising their popular "Reynaldo" cigars.

Starr & Reed cigarettes were on all the tables at the recent banquet of the Federation of Trade Press Associations of the United States, held in the Rose Garden of the Bellevue-Stratford roof.

The cigar departments of the Finley Acker Company stores are meeting with success on their new Porto Rico brand "Loveta," which is a product of F. Villar and sells for $6.00 per hundred.

Jeitles & Blumenthal, Ltd., 119 South Eleventh Street, Philadelphia, have received some unusually attractive orders from the Middle West and Pacific Coast territory within the past fortnight.

Through the efforts of Robert Ellis, sales manager for Luckett, Luchs & Lipscomb, a number of attractive window displays can be seen in the stores of the Finley Acker Company, Terry & Duncan, Yahn & McDonnell, the Evans Drug Stores, and a number of other stores, featuring "Reynaldo" cigars.

Crop Rotation Advised as Cure for Leaf Wilt

H. C. Young, of the department of plant disease of the North Carolina Experiment Station, has returned to Raleigh from a visit to several counties in the piedmont section of the State, where he has been investigating areas of tobacco wilt, which is proving very hurtful to the crop this year. A number of fields were found to be infected really more than had been reported to the station pathologists.

The disease is prevalent over the greater part of the tobacco-growing belt, and is fast spreading to other fields. There is no method of combating the disease except by a thorough system of crop rotation, using crops that do not carry the disease over winter. If the field is left barren, it is quite probable that other plants will grow and spread the wilt much more rapidly than will the tobacco plant.

Long systems of rotation are advised. One year and probably two years of other crops might not be sufficient to eliminate the pest, but four years has proven to be sufficient for it. This is what the station specialists are advocating.

Mr. Young found that farmers of a number of sections of the State are somewhat sensitive as to having it known that their farms are affected with the wilt. Some fear that it would hurt the sale of the tobacco crop. Others fear that it would depreciate the value of their tobacco land and therefore do not report the disease. The department is anxious to co-operate with the farmers, and will hold all reports strictly confidential.

Dark Tobacco Suffers

Reports from the Paducah, Ky., dark growing district made certain the fact that tobacco has suffered a heavy depreciation as the result of three days' continuous rain. Lowland plantings have been flooded and in some cases washed out entirely, and tobacco men estimate that the prospective yield has been reduced at least 20 per cent. Cold weather accompanied the rain and the temperature was far below the season's average. Other crops have been checked and the farmers of this entire section have been hard hit.

"Bold" Sales Climbing Steadily

With the opening of their new factory in Conshohocken, Bobrow Brothers are making a determined effort to supply the steadily increasing demand for "Bold" cigars, which has kept the factories in this city working to capacity for several months. Even with these added facilities, the orders continue to pour in so steadily that there is serious talk of building another factory in Philadelphia. This firm has held title for some time to a plot of ground at Third and Cambridge Streets, and the prospect for the erection of a large factory building on this spot is becoming more and more a probability of the very near future.

El Draco Company's Brands in Demand

The El Draco Cigar Manufacturing Company, making the well-known "Stratford" cigar, reports an increasing demand for this mild cigar in the popular sizes. The "Stratford" brand is well placed in the better class cafes of the city as well as in many of the clubs, to say nothing of the excellent distribution which the brand has attained among the many good retail stands.

Portuondo Sales Doubled at Ball Park

The sales of the "All Alike" and "Sintoma" brands, which are the product of the J. F. Portuondo Cigar Manufacturing Company, 1110 Sansom Street, this city, who have the cigar privilege for the Philadelphia National League Base Ball Park, has doubled over last year. The standing of the Phillies in the older organization has brought out the crowds, and many new customers have been secured for both the nickel and ten-cent smokes.

Markets in the Bright Belt Opening

The leaf tobacco markets all over Virginia, outside of Richmond, Petersburg and Farmville, are opening up. That means that all of the markets of the bright tobacco belt are getting down to business, while those in the dark necessarily have to hold on a while yet.

From the bright belt markets of Virginia and North Carolina come reports that the season is a little behindhand, and while the warehouses have opened for business on schedule time, they are doing but little business except to sell the low-grade primings. Such reports come from Durham, Mebanesville, Greensboro, Kernersville, Winston-Salem and other North Carolina markets of the old bright belt, and from Danville, South Boston, Chase City, South Hill, Lawrenceville, Kenbridge, Alberta and some others of the Virginia markets.

From all sections, however, come the gratifying reports that the growing crop is fine. The wet weather of the past week has been bad, but the bright sun of the past few days has been good.

Chewing Tobacco as an Antiseptic

Chewing tobacco has found an excuse for being. The Panama-Pacific Dental Congress has official authority for its claim to be a preventive of dreaded pyorrhea. To it, and to it alone, specialists attribute the low percentage of pyorrhea among the patients of insane asylums, where the disease is prevalent.

And here the scientific reasons for its elevation to the high place of "preventive":

"It tends to increase the flow of saliva, exercises the jaws and teeth, and to a certain extent acts as a cleaning agent and also an antiseptic."

Dr. Frederick Keyes, of Boston, was authority for the statement, made recently before the section on oral hygiene.

WILLIAM R. STONE DEAD

Heart Failure Causes Death of Head of Stone-Ordean-Wells Co.—Large Jobbers of Cigars and Tobacco

NEWS comes from Duluth, Minn., that William R. Stone, organizer and president of the Stone-Ordean-Wells Company, wholesale grocers, doing business in nine States, with headquarters in Duluth, died recently at his new home in Santa Barbara, Calif.

For more than three years Mr. Stone had suffered ill-health, and on August 26th he succumbed to heart failure. He celebrated his eighty-eighth birthday on August 12th.

William R. Stone was known as the father of the mercantile and wholesale grocery business in the Northwest. In the early seventies he founded a small wholesale and retail store, which broadened into the Stone-Ordean-Wells Company. Mr. Stone was senior member and retained the presidency to his death.

Born in Massachusetts, when seventeen years old he went to Boston, where he lived eight years. In 1852 he went to Muscatine, Iowa, where he established a grocery business. In 1857 he took up his home in Chicago, entering the wheat brokerage business. In 1869 he removed to Duluth, where he went into the transportation business as Stone & Company. Later the firm was Stone & Culver. In 1879 he established a grocery business.

Three years later A. L. Ordean, of Canton, Ohio, became a partner, as Stone & Ordean, later Stone, Ordean & Company. In 1896 the Wells-Stone Mercantile Company was absorbed, and the reorganization was Stone-Ordean-Wells Company, with branches in seven Northwestern cities.

This firm is one of the largest jobbers of cigars in the Northwest, and many of the biggest selling brands in the country are placed through the salesmen of this house. The firm has a number of branch houses in other States. Quality is the foundation stone upon which they have built for success.

F. L. Holmes

F. L. Holmes, a tobacconist of Long Beach, Cal., together with his wife, son Leon and William Craig, a nephew, were all killed recently when the automobile in which they were riding overturned while en route from Wilmington to Long Beach. Mrs. Leon Holmes, the only occupant of the car who escaped, was so badly injured that she could give no coherent account of the accident.

John Ligon

John Ligon, one of the best known tobacco men and a prominent citizen of Maysfield, Ky., died recently of heart failure. The deceased was fifty-five years old. He was a member of the tobacco firm of Ligon Brothers. A widow survives.

Valentine Korn

Valentine Korn, one of the best known cigar manufacturers and tobacco merchants in Brooklyn, died recently at his home, 446 State Street. He started in business in 1858 on Bond Street, near Fulton, and later moved to 557 Fulton Street, where he continued until his death.

Mr. Korn claimed to have been the first man to put an all-tobacco cigarette on the market.

The deceased was eighty years old. He is survived by a son and four daughters.

Israel E. Rich

Israel E. Rich, well known throughout the tobacco trade, died recently at his home in Lancaster, Pa., as a result of intestinal trouble. He was in the leaf business at the time of his death as a partner with his son-in-law, M. Rosenthal.

Mr. Rich was born in England and came to America when a boy. He was a Mason and a Shriner.

The deceased is survived by three daughters.

James Nalle Boyd

James Nalle Boyd, president of the Planters' National Bank, and also president of J. N. Boyd & Company, Inc., leaf tobacco dealers of Richmond, Va., died recently at the age of sixty-five years, in that city. He was connected with various financial institutions. The deceased is survived by a widow and seven children.

Herman Heyneman

Herman Heyneman, founder of the cigar and tobacco jobbing firm of Herman Heyneman & Son, of San Francisco, died recently at his home in that city, at the age of seventy years. He retired from active business several years ago. He is survived by a son and a daughter.

J. M. Spicer

J. M. Spicer, formerly engaged in the tobacco business in Owensboro, Ky., died recently at his home in Nashville, Tenn. He had never been in business in Nashville. The deceased was eighty-seven years old. He is survived by a widow, two daughters and a son.

"Black Patch" in Bad Condition

Paducah, Ky.

Excessive rains, high winds and a continued spell of abnormally cool weather in the past two weeks have made big inroads on the tobacco crop of the dark tobacco district of Kentucky and Tennessee, and left it in extremely bad condition. It is conservatively estimated that as a result of the bad weather, the estimated yield is off fully 25 per cent., and the quality cannot be described as better than mediocre. The loss in quantity is not so keenly regretted by the buyers, inasmuch as over-production was imminent, but the loss in quality, at a season when only good tobacco can find much of a market, is bound to be felt by both sides of the trade.

In the face of the poor outlook for 1916, the market has braced somewhat and prices have been fairly good for the last fortnight, and inquiries correspondingly brisk. The largest single shipment from the district this year was made from Fulton on August 28th. It contained 200,000 pounds of dark kiln-dried tobacco, 132 hogsheads, consigned to the governments of France and Spain. The round price was 8 cents a pound. Some 200 hogsheads were sold here and at Mayfield at prices ranging from 7 to 11 cents for leaf.

The Planters' Protective Association began its annual campaign for pledges on August 30th, and indications point to greater pooling of tobacco than in several years. The foreign buying agents started to ride the district, but have not made much progress on account of the bad weather.

Trade Jottings

Repeat orders on "Class" cigars are reported by the Parker-Gordon Cigar Company, of Kansas City.

An increased distribution of its own brands, locally, is reported by Wm. Boucher & Sons, Baltimore, Md.

Eisenlohr's "Cinco" cigars were recently featured by C. E. Hinks, of Seventeenth and Welton Streets, Denver, Col.

A dividend of 1¾ per cent. has been declared by the Weyman-Bruton Company on its preferred stock for the current quarter.

A cigar store, modern and up-to-date in every respect, will be opened in the near future at 504 Pike Street, Seattle, Wash., by Plumb & Webber.

Increasing demand for the products of Cuesta, Rey & Company, the "Truly Spanish House," is reported by Hirsch & Slager, Memphis, Tenn.

Satisfactory business is reported by J. H. Foley, in charge of the cigar store, located at 79 Clifton Avenue, North, Rochester, N. Y. Mr. Foley succeeded Charlie Brown.

Wooley & Company, Seattle, Wash., who do an exclusive Manila wholesale and retail business, are now located in more commodious quarters at Third Avenue and Marion Street, that city.

Manufactured the American Cigar Company and distributed locally by the J. B. Moos Company, Cincinnati, O., the "Palma Villa," retailing at five cents, is said to be having an excellent demand.

W. A. Hoelscher, vice-president of the Stickney-Hoelscher Cigar Company, St. Louis, Mo., was among those who attended the recent convention at Minneapolis, Minn., of the Retail Druggists' Association.

The E. M. Harris Company, Detroit, Mich., recently opened their third retail store in that city. The new location is in the Sallan Building, Woodward and Gratiot Avenues, and is in charge of Frank Girardot, assisted by Leo Fox.

"Master Maker," retailing at ten cents straight and three-for-a-quarter, has been taken on for distribution by Charles W. Wasmuth, 738 Elmwood Avenue, Buffalo, N. Y. The brand is manufactured by the Holcomb Cigar Company, Binghamton, N. Y.

Repeat orders on the "Hernan Cortez" cigar are being received by Van B. Clark, in charge of the Vendome cigar stand, Minneapolis, Minn. Mr. Clark states that the largest amount of business of his whole career was done during the month of August just past.

C. C. Snider, Birmingham, Ala., who recently took on for distribution the "John Ruskin" cigar, manufactured by the I. Lewis Cigar Manufacturing Company, Newark, N. J., states that he is much pleased with the manner in which this brand has taken hold with his patrons.

INDEPENDENT RETAILERS MEET

Brooklyn Dealers Elect Officers for Coming Year—Betterment of Trade Conditions Sought

New York City.

AT the recent meeting of the Brooklyn Association of Independent Retail Tobacconists, held in the Temple Bar Building, the annual election of officers took place and a discussion as to ways and means for trade betterment was entered into enthusiastically.

At the election the following were chosen to serve for the ensuing year: Nicholas Ehrlich, president; Juano Garcia, vice-president; Harry Greenberg, secretary, and Louis J. Levine, treasurer. H. H. Hunter was again retained as attorney for the association.

Following the completion of arrangements for a dinner to be held early next year, a discussion of trade conditions was entered into by those present. Various ways and means for bettering existing evils were suggested.

The following remarks were made on the subject by Nicholas Ehrlich:

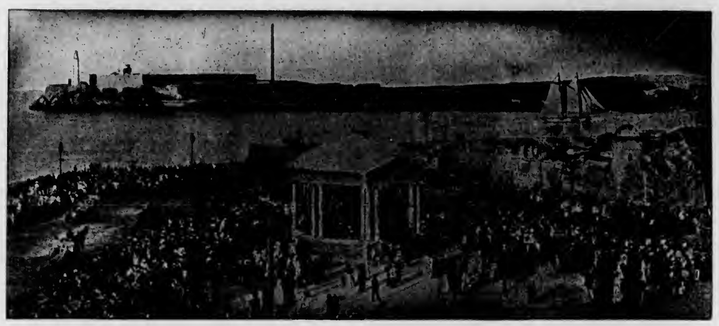
"The evils of the tobacco trade may be divided into two periods: (1) The manufacturing period, and (2) the distributing period. The manufacturing period has almost passed. The independent manufacturers themselves at present make no complaint, and they do not even support the complaints of the independent retailers. The superiority of the very large manufacturing corporations is established, and the surviving independent manufacturers seem to be satisfied with the portion of business left for them.

"As a retailer and a representative of a retailers' organization, I wish to point out the danger of the unjust and unequal distribution in the trade. The independent retailers are the largest distributors of tobacco products, and pay the highest prices to the manufacturers, while causing small expense to its distribution, yet the chain stores, the keenest competitors of the independent retailers, are supported and enabled to cut prices and ruin the retail tobacco business.

"We have three main chains of stores in the metropolis: The United, Schulte and Edwin. The United has almost reached its highest point in the tobacco trade, and therefore it expands its activities in other fields of industry. It was known as a part of the trust. It went through all kinds of investigations, and after each investigation it came out healthier and stronger than it was before.

"The Schulte and Edwin chain stores are expanding now rapidly. They sell goods at retail for prices which the retailers have to pay when they buy at wholesale. In addition to the cut prices the Schulte chain stores give their customers a five per cent. coupon, which is worth eight per cent. in merchandise, and the Edwin chain stores give a ten per cent. coupon.

"Any business man will agree that this is unfair rivalry—cut-throat competition. However, the Washington administration with all its sincerity of attempting to remedy similar trade evils, has succeeded very little when these cases reached the Federal courts. The reason is that the opinion of the court as well as the created public opinion, is that big business outside of its barbarous methods of eliminating its small rivals, gives benefit and convenience to the public. Therefore, the large corporations are upheld and the courts' decisions are against interference with big business. Now then, if the government sincerely wishes to help the small business man, it should pursue a policy of prosecuting corporations for unfair trade when they are small and not wait until they expand wide enough to be classed with big business.



The Cuban Market

From Our
Exclusive Bureau
Perseverancia No. 8

Havana, Cuba.

Havana, September 8, 1915.

WHILE we collected more reports of sales made, during the past fortnight, than in reality belonged to this period, the reason has been, that many transactions had been pending during the previous one, and were not made public until the goods had been delivered. There has been only one buyer of importance in our market from the United States, although the local manufacturers, as well as some exporters for Europe contributed their share of business. Prices continue to be very firmly maintained.

That the business for our leaf dealers has been far from having been a profitable one is best illustrated by the fact, that we have heard of perhaps half a dozen firms, which are either to quit the tobacco trade entirely, or which are trying to make some changes, as soon as they can liquidate their holdings. The last two years have been losing ones for the majority, as prices have been sagging right along, since the outbreak of the European war, until now the tide has at last turned, and we can look forward to higher figures during this fall and the coming winter. Unfortunately, however, owing to the exceedingly small crop of this year, and the unsuitable quality of the Vuelta Abajo and Semi Vuelta growth, there is no chance to do any trading in these styles, and as far as Remedios is concerned speculation has set in to such an extent that prices are even higher in Santa Clara Province than here in Havana. The question is, whether the Northern buyers are willing to pay higher figures for fresh goods as long as they can temporarily supply themselves yet with last year's Remedios. That ultimately they may have to pay higher prices is hardly to be doubted, as the supply may not be sufficient to cover the expected demand. Of course, everything will depend upon a fair revival in the trade of the American cigar manufacturers for 10-cent goods, as we understand, almost all five-cent cigars do not contain any of our leaf, or at most a very small proportion.

Last week we have had another of the Caribbean hurricanes, which did not strike us in the City of Havana, but this time leaving the Vuelta Abajo region unscathed, did great damage in the Semi Vuelta section, by destroying any number of tobacco barns, bohios, or huts of the poor farmers, besides destroying fruit trees and all the minor crops of corn and vegetables. In some of the smaller towns in the country there was also a good deal of damage to more solid buildings by unroofing them. Some of the early planted seed-beds were also washed away, therefore necessitating the making of new ones. To cap the climax, some of our so-called astronomers are predicting the formation of another hurricane in the Caribbean Sea, and while for the next two months we are never sure of an unexpected visit from these unwelcome guests, we trust, however, that they let us live in peace for the rest of this year.

Sales during the past fortnight totalled 16,470 bales, which consisted of Vuelta Abajo 6,189, Partido 3,300, and Remedios 6,981 bales.

Buyers were: Americans 6,890, exporters to Europe 2,359, shippers to South America 359, and our local manufacturers of cigars and cigarettes 6,862 bales.

Exports of leaf tobacco, from the port of Havana, from the 16th of August to the 1st of September, totalled 7,549 bales, which were distributed as follows, viz.: To all ports of the United States 6,188, to Canada 503, to England 159, to the Argentine Republic 636, to Uruguay 33, and to Chile 30 bales.

Receipts of Leaf Tobacco From the Country

For 2 wks. ending with 2nd of Sept., 1915.		Since Jan. 1, 1915.	
Vuelta Abajo	7,695 bales.	85,130	bales.
Semi Vuelta	1,872 "	10,833	"
Partido	2,347 "	10,525	"
Remedios	13,626 "	91,535	"
Oriente	6 "	7,912	"
Total	25,546 "	Total 205,935	"

Buyers of Leaf Tobacco That Come and Go

Arrivals: From New York:—Sidney Goldberg, president of S. Batt & Company; Francisco E. Fonseca, of Francisco E. Fonseca; S. Ruppin, of S. Ruppin; Joseph Mendelsohn, of Mendelsohn, Bornemann & Company; Henry Oppenheimer, of Henry Oppenheimer & Company; Ted Smith, of Hinsdale, Smith & Company; Alfredo Selgas, of Selgas & Company, and Dionisio Hevia, of D. Hevia & Company.

From Tampa:—H. Boltz, of Boltz, Clymer & Company; Angel L. Cuesta, of Cuesta, Rey & Company.

From Chicago:—Mike Friedman, of M. A. Friedman & Company, and A. H. Kerr, of La Kerbo Cigar Company.

Departures: To New York:—S. Ruppin, Charles Kaiser, Joseph Mendelsohn, Sidney Goldberg, Alfredo Selgas, and Eugenio Lopez.

To Tampa:—Francisco Arango, Ambrosio Torres, and Andres Diaz.

Cigars

The statistics of the exports of cigars, from the port of Havana, as per our official customshouse returns, show a marked increase during the past month of August, as compared with last year, but as then business had become almost paralyzed by the outbreak of the European war, these figures only go to show that the cigar industry has recovered to some extent, excluding Germany of course, where at the moment no cigars can be shipped. Canada and Spain are also very backward still while, on the other hand, Great Britain at last is ahead of her imports of our cigars, and also to a small extent the Argentine Republic.

We will now let the figures speak for themselves, as follows, viz.:

	Cigars.
Exports from Havana, from August 1st to August 31, 1915	9,425,747
Exports from Havana, from August 1st to August 31, 1914	5,017,571
Increase during the month of August, 1915	4,408,176
Exports from Havana, from January 1, 1914, to August 31, 1914	92,218,088
Exports from Havana, from January 1, 1915, to August 31, 1915	75,557,521
Decrease during the first eight months of 1915	16,660,567

The following twelve countries show increases, during the month of August, 1915, as compared with August, 1914:

	Cigars.
Great Britain	3,363,566
United States	1,040,251
Argentine Republic	180,264
Netherlands	140,525
Chile	109,935
Spanish Africa	108,325
Canary Islands	83,200
Bolivia	76,000
Italy	50,500
Brazil	30,060
Gibraltar	10,250
Peru	10,000
Total	5,202,876

There were seven countries which showed decreases, thus:

	Cigars.
Canada	477,425
Spain	217,415
Germany	44,000
Australia	33,035
Switzerland	18,750
Austria	13,000
Mexico	11,750
Total	815,375

Of the nine principal consuming countries, which import at least one million of cigars annually from us, there are now seven, which show decreases during the first eight months of this year, as compared with the same period of last year, viz.:

	Cigars.
Germany	5,187,946
Canada	3,924,262
Spain	3,366,876
France	2,563,676
Australia	1,491,680
United States	1,203,406
Chile	370,343
Total	18,108,189

There are two countries which show increases, viz.:

	Cigars.
Great Britain	641,450
Argentine Republic	32,300
Total	673,750

Romeo y Julieta has seated sixty cigarmakers additional in their branch factory at Artemisa, which is the best proof that orders have increased during the past fortnight.

Partagas is working steadily with the same forces but has good orders from all parts of the globe. Don José Fernandez (Maquila) and his nephew, Don José Moran, returned from their excursion to the United States, well satisfied with the favors extended to them.

H. Upmann is doing well working with larger forces than for some time back, as they have no lack of orders.

Por Larrañaga, while not quite so busy, as during the past month, nevertheless has sufficient orders on hand to keep a good force of cigarmakers steadily employed, and their orders from the United States are particularly gratifying.

Sol and La Devesa de Murias has received more orders lately from all the principal consuming countries, and is now quite busy filling orders.

Leaf Tobacco

Sobrinos de A. Gonzalez remain at the head of our large leaf dealers, as they carry always a large selection of all kinds of leaf, and are known to be satisfied with only a moderate remuneration.

S. Ruppin has been the heaviest buyer in our market, during the past fortnight, and as he only carries the finest vegas to be had, his purchases must have summed up to a respectable amount in dollars and cents.

We heard that the firms of Planas & Company and Gonzalez & Benitez are going to retire from the leaf trade, as soon as they have liquidated their stocks.

Moises Bustillo has been nominated, as the representative and head buyer of leaf tobacco for the Sanchez & Haya Company, of Tampa.

What is called here "tambor," or the brown cloth, which is used for baling purposes, has become so scarce, that the last price paid here was six dollars per piece of cloth. The white linen is not much dearer at present, as the same can be purchased at six dollars and thirty cents per piece. This is another of the effects of the European war, or a raise of over 50 per cent. since the peace times.

José C. Puente & Company were sellers of 1,310 bales of leaf in August.

Leslie Pantin purchased 3,325 bales of all kinds of leaf, for account of his customers, during the past month.

I. Kaffenburgh & Sons delivered 1,100 bales of new Remedios to their customers.

Hija de José Gener bought 2,500 bales of leaf for her cigarette factories.

José F. Rocha closed transactions amounting to 968 bales of Vuelta Abajo, Partido and Remedios, during August.

J. F. Berndes purchased 800 bales additional during the past fortnight.

Shippers above 200 bales of leaf tobacco, from the port of Havana, during the last fortnight were: Virgilio Suarez, 1,390 bales; H. Upmann & Company, 729 bales; Walter Sutter & Company, 611 bales; Menendez & Company, 598 bales; J. Bernheim & Son, 575 bales; Rodriguez, Menendez & Company, 535 bales; Manuel Suarez, 417 bales; Mark A. Pollack, 408 bales; Cuban Land and Leaf Tobacco Company, 402 bales; Maximilian Stern, 387 bales; I. Kaffenburgh & Sons, 387 bales; Leslie Pantin, 342 bales.

Oretaniv.

"United" Opens Second Store in Chattanooga

A second cigar and soda stand has been opened in Chattanooga, Tenn., by the United Cigar Stores Company. The new stand is located at Eighth and Market Streets, which is a very popular corner. The store has been thoroughly renovated and now represents one of the finest stands in the city. On opening day, as usual, souvenirs were given to customers.

New Orleans

Generous Offer Made on "Dayton" Cigar—Meyer Schwed Finds Regensburg Brands Popular—"Royal Kid" New Nickel Product of Reguera & Berengher —Demuth & Company Pipe Man Gets Good Orders

New Orleans, September 11, 1915.

STATISTICS of the exports and imports of cigars, tobacco leaf and cigarettes from New Orleans during the fiscal year 1914-1915, have just been issued by the deputy collector of the port, Calhoun Fluker. For the year beginning August 1, 1914, and ending July 31, 1915, exports of leaf tobacco amounted to 49,064,108 pounds, valued at $7,557,608, while exports of cigarettes were 11,798,000, at a value of $18,730. For the year ending December 31, 1914, the New Orleans Board of Trade reports exports of leaf tobacco as 71,457,490 pounds, valued at $10,817,524, and exports of cigarettes as 12,921,000, valued at $20,482; so it is obvious that the newest report presents a material decrease as compared with the report for an equal period. It must be remembered, however, that the report for the fiscal year begins in August, 1914, and ends in July, and this represents exactly the life of the present European war. A study of the two reports reveals that the war really did have something to do with the material decrease.

Imports of tobacco for the fiscal year show an increase as compared with the year ending December 31, 1914. The figures are as follows: Fiscal year, tobacco, 132,681 pounds, value $65,423; year ending December 31, 1914, tobacco, 65,066, value $30,592. Cigars registered a slight decrease, as is shown by the figures: Fiscal year, pounds cigars, 7,093, value $23,234; year ending December 31, 1914, pounds cigars 8,399, value $42,477. The fiscal year 1914-1915 proved to be a high water mark year for domestic exports of various commodities for despite the fact that the war held down the exportations of some goods, it boomed others. Flour and wheat registered phenomenal increases.

Cigar and tobacco men in this territory predicted that September would be a good month, and the first fortnight proves that as seers they are successful. There has been a noticeable picking up of trade in both cigars and cigarettes, and the oft-asserted statement that New Orleans is the greatest cigarette consuming city per capita in the country, seems borne out by sales.

S. M. Dayton, the New Orleans manufacturer, whose headquarters are in the new Federal Reserve Bank Building, is a strong believer in his "Daytons," and he announces a generous offer to introduce his cigar to those few who do not know it. Until further notice Mr. Dayton will send samples of "Daytons" to any one writing him. Mr. Dayton's only request is that "The Tobacco World" be mentioned.

It is understood that the United Cigar Stores are considering the installation of soda water fountains at a number of their local stores, following the success of their initial venture at Canal and Baronne Streets.

The Havana-American Cigar Company, which operates its own box-making plant in New Orleans, reports an ever-increasing demand for cigars from prohibition territory. The box plant is working full time to supply the demand created for their product. The Phoenix Cigar Box Manufacturing Company, 216 Crossman Street, is also working full time.

"Egyptienne Straights," at eight cents, offered as a leader by the United Cigar Stores, has proved so popular with the public that more than once a rush order for more cigarettes of this brand was necessary.

Charles Schlichter, of William Demuth & Company, New York City, paid the trade a pleasant visit this week. Incidentally, he placed a number of winter pipe orders, among them being a big one from Max Guiraud.

An attractive display of "Nena" cigars, manufactured by Reguera & Berengher, has been installed in the window of the Royal Distributing Company, Canal and Royal Streets. The display shows "Nenas" in the process of manufacture; the leaf and the hand-rolling process, and in addition gives the passerby an opportunity to note the extremely long ash of the popular five-center.

A. Flak & Company, of New Orleans, have contributed one thousand assorted cigars to the Charity Hospital International Fair Fund.

New Orleans, as a city, has been given quite a boost by the manufacturers of "La Belle Imperias." Signs "They Prove What New Orleans Can Do," have been erected in conspicuous places all over the city.

H. T. Cottom & Company have just added "Class," "Little Tan" and "Seidenettes" to their already large stock. Frank Paul, manager of the sales department, declares that every month of 1915 has so far beaten every similar month of 1914.

U. Koen & Company are redeeming Liggett & Meyers tags at their various retail stores. Attractive window displays of premiums given by them for cash register coupons have been installed in all of their Canal Street windows. The cash register plan has been on since last February, and has proven successful.

Vandiver cigar vendors have been noticed in a lot of drug stores, small hotels, etc., which heretofore have felt that they could not afford a regulation cigar stand.

F. A. Gonzales' Sons are erecting a large sign at Canal and Camp Streets, advertising their new five-cent shape, "Gonzales," which they placed on the market recently.

Max Guiraud, the best known tobacco man in New Orleans, if not in the entire South, whose biggest competitors are his very best friends, is to celebrate his "silver anniversary" early next year. Mr. Guiraud has been in the tobacco business at New Orleans for twenty-four years, the last sixteen of which were spent at his present location, 826 Canal Street, which is the Mecca for the "big" men of the Crescent City.

Meyer Schwed, of E. Regensburg & Sons, New York City, called on the trade this week. His "American" and "Admiration" brands are pulling especially well in this territory.

"Tom" Leach, well-known manager of the Grunewald Hotel cigar stand, is looking forward to a big tourist season. In an interesting conversation recently with "The Tobacco World's" correspondent, Mr. Leach said that the hotel had taken off a certain brand of $1.50 a piece cigars, on account of the fact that there were only a few scattered sales on this high-price brand. "We have found that the usual guest is satisfied with a cigar that costs a quarter or less," Mr. Leach said.

Last, but by far not least, comes an interesting announcement from Reguera & Berengher. The phenomenal success of their "Nena" has induced this firm to put out a new nickle cigar, and this cigar, the "Royal Kid," will be launched with impressive ceremonies on or about September 17th. The "Royal Kid" will be a clear Havana, whereas their "Nena" is a blend. These manufacturers, two Spanish gentlemen who are virtually newcomers to New Orleans, are already the livest of live wires here, and are building up a splendid trade. Advance copies of the "Royal Kid" have reached me, and I predict for it an enthusiastic reception.

A. J. B.

Ascribes Longevity to Tobacco

"Aunty" Johnson, colored, of Jessup, Pa., who has turned the century mark, says that tobacco, good cheer and lots of smiles have brought her long life and happiness. She has smoked a pipe for ninety years. Her husband, who died five years ago, claimed to have been 107 years old. He was once a slave in the South.

NOW AND FOREVER Reynaldo

Now and Forever
Reynaldo
MILD HAVANA CIGAR

"Made So Well This Generation, It Will Remain the Next Generation's Favorite"

LUCKETT, LUCHS & LIPSCOMB
BULLETIN BUILDING PHILADELPHIA

Receiver Asked for M. E. Shattuck Cigar Company

Application has recently been made by John H. Schuermann for the appointment of a receiver for the M. E. Shattuck Cigar Company, of Worcester, Mass., and against William Nevill. John H. Schuermann is administrator for the estate of Charles Schuermann, who died in July, and who in 1910 formed a partnership with William Nevill for the manufacture and sale of cigars under the name of M. E. Shattuck Cigar Company.

The administrator alleges that both himself and Mr. Nevill are anxious to continue the business, but that each wishes to do so alone. Offers to buy and sell have resulted in a disagreement as to terms, and the administrator now asks for an injunction to restrain Mr. Nevill from continuing the business of M. E. Shattuck Cigar Company and for an accounting and a receivership to wind up the affairs of the firm.

Big Tobacco Shipment Made

One of the largest shipments of tobacco to be made from Princeton, Ky., in recent years recently left over the Illinois Central for Belfast, Ireland, via New Orleans.

The tobacco was purchased from the farmers by J. A. Stegar, local representative of the Gallaher Tobacco Company, of Belfast, and in all there have been shipped 660 hogsheads. The various consignments of the weed aggregated about 800,000 pounds, which had been bought from the growers during the winter at satisfactory prices, and at the time was the means of putting considerable money into circulation.

A significant feature connected with the shipment is the fact that the foreign tobacco market is open and that shipments can be made direct to European countries. About this time last year local dealers were notified to discontinue all foreign shipments of the weed on account of the unstable conditions occasioned by the European war.

Consumers' Cigar Company Incorporates

The Consumers' Cigar Company, of Kansas City, Mo., has recently been incorporated with capital stock of $25,000, and proposes to establish a cigar factory in Kansas City to employ at the start about thirty hands. The incorporators are E. Killen, Indianapolis; T. E. Bowman, Olney, Ill., and E. T. Gannott, Chicago, Ill.

PARAGUAY AS A TOBACCO MARKET

Most of Production is Exported—Leaf Most Generally Used for Cigars—Cigarettes Next Popular Form

THE annual production of tobacco in Paraguay amounts to about 10,500,000 pounds. As nearly as can be calculated, about 30 per cent. of this amount is consumed in the country and the rest exported. There is also a small amount of tobacco imported from Brazil and Cuba for local use.

The tobacco consumed here is practically all used for smoking, as chewing and the use of snuff are not indulged in to any extent. For smoking cigars are most generally used, accounting for probably 70 per cent. of the total consumption. Among the poorer classes cigars are used by both men and women to a considerable extent. It is customary for the people in the rural sections, and to some extent the poorer classes in the towns, to cultivate a small quantity of tobacco for personal use or to buy it in the market in leaf form. This tobacco is made up at home into cigars, generally long and shapeless ones which last for an hour or so.

There are numbers of women who make up cigars in their homes for purposes of sale. These retail at from 8 to 35 cents per hundred and are smoked in large numbers by all classes. There are two companies engaged in the manufacture of cigars of better quality, cigarettes, and tobacco for pipes. The cigars manufactured by these two establishments retail at from 20 cents to about $2 a hundred. No figures of the amount these establishments produce are available, but they manufacture only a small percentage of the tobacco consumed.

Next to cigars, the most popular method of using tobacco is in the form of cigarettes. Practically all the cigarettes consumed here are of domestic material and manufacture. There are two companies engaged in producing them, the prices of their products ranging from seven-tenths of a cent per package of 12 cigarettes to 8 cents per package of 16.

Pipes are smoked only by a few foreign residents, who either use domestic tobacco or import small quantities for personal use.

Leaf tobacco was imported into Paraguay during 1911 to the amount of 23,554 kilos (52,259 pounds), from the following countries: Brazil, 19,591 kilos (43,107 pounds); Chile, 16 kilos (35 pounds); Cuba, 3424 kilos (7533 pounds); Holland, 670 kilos (1474 pounds); United States, 50 kilos (110 pounds).

The exportation of tobacco during 1911 amounted to 1,532,577 kilos (9,971,669 pounds), going principally to the Argentine Republic, Germany, France and Holland.

The import duties on tobacco and manufactures thereof are as follows:

Cigarettes in general, 62 per cent. ad valorem on a valuation of $3.86 per kilo (2.2 pounds), weight of interior package included.

Cigars, Habana, loose or in packages or boxes, 62 per cent. ad valorem on a valuation of $9.65 per kilo, weight of interior package included.

All other cigars, 62 per cent. ad valorem on a valuation of $2.90 per kilo, weight of interior package included.

Tobacco leaf, of all kinds, 62 per cent. ad valorem on a valuation of $0.48 per kilo, gross weight.

Tobacco, granulated or otherwise prepared for smoking, 62 per cent. ad valorem on a valuation of $0.97 per kilo, weight of interior package included.

In addition to these duties, there are the following charges on importation: For slingage or handling, $0.03 per 10 kilos (22 pounds), gross weight; statistical charge, one-half per mil of value.

The internal revenue taxes on tobacco and its manufactures are as follows:

Tobacco prepared for smoking, in any form, 20 per cent. of selling price to consumer.

Cigars and cigarettes of all kinds, 20 per cent. of selling price to consumer.

For tobacco products of foreign origin there is an additional internal revenue tax as follows:

Cigarettes in general, for each package of not more than 20 cigarettes, $0.02.

Cigars, Habana or imitations thereof, $0.06 each cigar.

All other foreign cigars, $0.01 each cigar.

Tobacco prepared for smoking, $0.01 per 50 grams (1¾ ounces).

There is no government monopoly of the sale of tobacco.

The demand for foreign tobaccos, cigars or cigarettes is very limited. A few of the foreign residents import small quantities for personal use. The natives do not care for foreign tobacco, preferring that of domestic production. American tobacco, chiefly of English manufacture, has been kept in small quantities by one or two of the importing houses, but the demand for it was so limited and the duties and internal revenue charges so high that they have ceased to do so. The demand would not warrant the establishment of factories here for the manufacture of American tobacco. The preference for the domestic article, and the low price at which it can be sold, would make competition almost impossible to meet.—"Commerce Reports."

The World's Standard Cigar

FLOR DE TABACOS DE PARTAGAS Y Cª HABANA

The Real Independent Factory in Havana

Cifuentes, Fernandez y Ca.

Calle De La Industria, 172-174

HABANA, CUBA

General Agent for United States and Canada

ROBERT E. LANE

115 BROADWAY, NEW YORK

THE TOBACCO WORLD REGISTRATION BUREAU

The Tobacco World, established in 1881, has maintained a Bureau for the purpose of Registering and Publishing claims of the adoption of Trade-Marks and Brands for Cigars, Cigarettes, Smoking and Chewing Tobacco, and Snuff. All Trade-Marks to be registered and published should be addressed to The Tobacco World Corporation, 236 Chestnut Street, Philadelphia.

One Dollar for each title must accompany all applications. In case title or titles cannot be registered owing to prior registration, same will be returned immediately, less our usual charge for searching and return postage, or it will be credited if desired.

☞ Positively no responsibility assumed for errors, duplications or any controversies which might arise. We will not under any circumstances act in a legal capacity in cases concerning disputed titles. We maintain a bureau of records only.

REGISTRATIONS

DIPLOMACY:—31,127. For cigars. August 27, 1915. Kaufman, Worms & Co., New York, N. Y. Re-registration. Originally registered November 16, 1887.

PERFECT PUFFS:—31,128. For cigars. August 30, 1915. D. A. Horn & Co., Red Lion, Pa.

LORD:—31,129. For cigars. August 30, 1915. H. M. Lakoff, Philadelphia, Pa.

JACK BOY:—31,130. For cigars, cigarettes and tobacco. August 30, 1915. Abel & Billet, Hellam, Pa.

JACK'S TOE:—31,131. For cigars, cigarettes and tobacco. August 30, 1915. Abel & Billet, Hellam, Pa.

VUELTA GARCIA:—31,132. For cigars, cheroots, stogies, chewing and smoking tobacco. August 31, 1915. Richard Fittig, New York, N. Y.

MASONIC:—31,133. For cigars. August 31, 1915. L. & K. Cigar Factory, Philadelphia, Pa.

TEMULAC:—31,134. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. September 2, 1915. Homo Cigar Co., East Chicago, Ind.

LA CORTO:—31,135. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. September 2, 1915. Pasbach-Voice Litho. Co., Inc., New York, N. Y.

ENBEE:—31,136. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. September 2, 1915. Magidson Brothers, Chicago, Ill.

MICHAEL O'LEARY V. C.:—31,137. For cigars. September 2, 1915. I. Schwartz, New York, N. Y.

SMART SMOKER FOR SMART MEN:—31,138. For cigars. September 7, 1915. B. R. Hahn Cigar Manufacturing Co., Bay City, Mich.

CHAMBER OF COMMERCE OF GRAND HAVEN:—31,139. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. September 8, 1915. H. Bol, Grand Haven, Mich.

ROAMLAND:—31,140. For cigars. September 9, 1915. Joseph Silver, Syracuse, N. Y.

J. C. H.:—31,141. For cigars. September 9, 1915. E. B. Higgins, San Diego, Cal.

UTMOST:—31,142. For cigarettes. September 9, 1915. S. N. Isaacides, Boston, Mass.

JOS-CO:—31,143. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. September 10, 1915. Wm. Steiner, Sons & Co., New York, N. Y.

RAGEN COLTS:—31,144. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. September 10, 1915. Joe Matchews, Chicago, Ill.

TRANSFERS

BONDMAN:—13,026. For cigars and cheroots. Transferred September 2, 1915, to Jno. P. Snader, Akron, Pa., by T. S. Beck, Manheim, Pa.

CHIEF MATE:—13,379. For cigars and cheroots. Transferred September 2, 1915, to Jno. P. Snader, Akron, Pa., by T. S. Beck, Manheim, Pa.

G. A. Kent & Company Advertise "Little Peter" Cigar

George A. Kent & Company, Binghamton, N. Y., manufacturers of cigars known throughout the United States, have recently opened a campaign in Binghamton newspapers advertising a new nickel brand called "Little Peter." For several weeks many of the prominent retail stands have had window displays on the new brands, and this, backed up by the local newspaper advertising, has brought excellent results.

"Little Peter" is said to be a big hit with all who have smoked it. The firm is putting good Havana tobacco into the cigar, and it is made up into a mild and pleasant smoke which is proving a winner.

Leaf Tobacco Notes

Pennsylvania

Lancaster, Pa.

Fear of an early frost is causing many of the growers to cut their tobacco and house it, despite the fact that it is not ripe. The great early frost of 1904 is still fresh in the minds of many of the farmers and as a result much cutting is being done now.

Lack of sunshine, the cold nights and long-continued rains have been responsible for the appearance of rust in the crops, and the tobacco growers are little worried by it. Must has also appeared. The rust, together with the fear of frost is responsible for the early cutting.

Buyers say they will not consider the purchase of crops this year until the leaf is cured. There has been no buying in the field to date. The cry about black rot is being heard in regard to the 1914 tobacco. "An unusually large percentage is being found."

Connecticut

East Hartford, Conn.

Nearly all the 1915 crop is under cover. Growers declare that the weather has been most favorable for harvesting, and from the time they began until the completion of the work there has been practically no interruption.

There is no sign of white veins or pole sweat in the crops that are now curing in the sheds. The leaf looks very fine, conditions have been favorable, and there is every indication that the crop will be as heavy as that of former years.

J. M. Gleason, a tobacco inspector and sampler, states that after having sampled several large packings of the 1914 crop, he has never seen tobacco which has gone through the sweat and come out so sound and of such good quality. After sampling 1500 cases of Connecticut broadleaf, he stated that he failed to find even one damaged case, and that the color was of the finest and the quality second to none.

Wisconsin

Edgerton, Wis.

Tobacco growers are cutting crops in order to avoid damage from early frosts. Investigation shows that the one of a week ago was not so serious with the tobacco crop as was at first supposed. Hardly any of the fields hereabouts show any marks of the frost. In the territory around Janesville the thermometer showed a temperature of 35 degrees above zero, but the tobacco crop was untouched.

It is noticeable that the cigar leaf crop is not up to the standard, and there will be very little of the northern grown binder, as this section has been hard hit. The heavy rains of early August did more damage than the frost, as the former hardened the ground and encouraged only a sickly growth.

BUSINESS OPPORTUNITIES

For Sale, Wanted and Special Notices

RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

Special Notices.

DEALERS—Sell "Molotok" Russian Cigarettes. Something different. High class, but not high priced. Russian Import Company, 858 Harrison Building, Philadelphia, Pa. Pacific Coast Representative—Morris Burke, 108 West Third Street, Los Angeles, Cal.

MONROE ADLER,
CIGAR BROKER,
186 N. La Salle St., Chicago, Ill. 6-17-he

LANCASTER STOGIE COMPANY,
MANUFACTURERS OF HIGH GRADE STOGIES,
120 Water St., Lancaster, Pa.

HIGHEST GRADE OF WHEELING STOGIES—That will please the most exacting smoker, are made by C. A. Kase, Seventh and Main Streets, Wheeling, W. Va.; Factory 33; Established 1895.

Wanted.

ADLER & MYERSON, INC.,
Buyers of Cuttings, Scraps and Siftings,
332 East Forty-eighth Street, New York City.

WANTED—Union factory making goods from $20 to $40. Must be reliable manufacturer capable of turning out 200,000 per month for Chicago and the West. Address Box 93, care of Tobacco World.

WANTED—Cuttings, Scraps, Tucks, Siftings and Dust. Any quantity. Cash on arrival. Actua Tobacco Company, 428-430 East 106th Street, New York.

WANTED—Salesman to sell choice Lancaster County B's in extreme West and Northwest, on good commission basis. Good references required. Address, "Packer," Box 19, Marietta, Pa.

WANTED—By a salesman working the jobbers in South Carolina and Georgia, a good three-for-five-cent cigar; also a two-for-five-cent, and a good domestic and Havana five-cent cigar, on commission basis. All I want is a trial. Address, Salesman, P. O. Box 565, Augusta, Ga.

IMPORTANT NOTICE TO CIGARETTE MANUFACTURERS—We manufacture cigarettes for the trade; we also supply tobacco boxes and labels 25 per cent. cheaper than elsewhere. Brands registered. Write for particulars. Live distributors wanted. The Soter Company, 235 Canal Street, New York City.

Help Wanted.

EXPERIENCED DECORATOR will arrange for displays in cigar store windows in Philadelphia. Box 888, "Tobacco World."

For Sale.

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 855 E. 78th St., New York. 9-1-tf

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

FOR SALE—Cigar and Cheroot factory, fully equipped. Can be bought reasonable. Building included in sale or can be leased for a long period. Ohio Cigar Company, Springfield, Ohio.

Recent Incorporations

Lanoff Cigar Company, Chicago, Ill. Capital stock, $25,000. For the purpose of manufacturing and selling cigars.

The Gunning Cigar and Tobacco Company, Wheeling, W. Va. Capital stock, $15,000. The incorporators are H. G. Gunning and others.

Cuban Cigar Company, Cincinnati, O. Capital stock, $15,000. The incorporators are F. W. Trefzger, C. F. Krollman and C. H. Kottenbrook.

Suffield Tobacco Corporation, Manhattan. Tobacco products. Capital stock, $25,000. The incorporators are N. Toplin, B. Modell and B. Tillinger, of Brooklyn.

Dorax Cigar Company, of Brooklyn. The capital stock is $10,000. The incorporators are Fred A. Wells, Irving S. Keeler and Joseph E. R. Kunzmann, of Brooklyn.

The London Blend Cigarette Company, Manhattan. Capital stock, $25,000. To manufacture and deal in cigarettes and tobacco. The incorporators are A. M. Blake, B. L. Leaventritt and A. Goodman, of New York.

Cien Prociento Company, to carry on the business of producers and dealers in leaf tobacco, smoking tobacco, etc. The capital stock is $25,000. The incorporators are F. R. Hansell, Philadelphia; G. H. B. Martin, S. C. Seymour, Camden, N. J.

Importation of Tobacco Samples in France

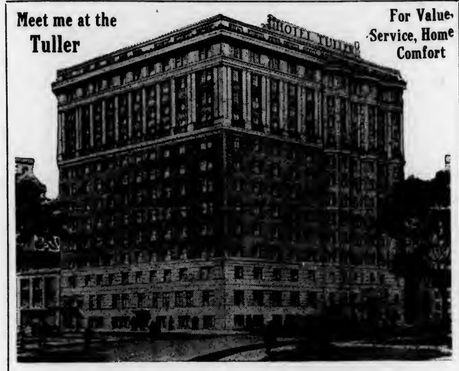
As a result of representations made by the American Ambassador to the French Government, calling attention to the fact that under the present conditions French buyers of tobacco for colonial markets find it impossible to examine samples of tobacco at Bremen or Hamburg, as was formerly their custom, the Ministry of Finance has decided to allow the importation of samples of tobacco under a bond, which has been fixed at 8 francs per kilo ($0.70 per pound) for American leaf tobacco. The amount of American leaf tobacco that may be imported as samples is limited to 100 kilos (220.46 pounds) per annum by each importer and is subject to re-exportation or warehousing within a period of six months. The bond of 8 francs per kilo is not to be regarded as an import duty, but merely for the purpose of insuring the payment of any fines that may be imposed for the violation of any regulations. American tobacco dealers are also allowed to deposit their samples in one of the establishments maintained by the tobacco monopoly in Paris, Bordeaux and Marseille.—"Commerce Reports."

Sweden's Consumption of Tobacco Falls Off

Sweden is smoking less foreign tobacco. Imports of unmanufactured tobacco, which in the first quarter of 1913 amounted to 2,605,800 pounds and of 1914 to 2,888,000 pounds, in January-March, 1915, totaled only 1,821,000 pounds. Foreign cigars and cigarettes met a like fate, imports declining from 222,700 pounds in the first three months of 1913 and 246,900 pounds in the corresponding period of 1914 to 145,500 pounds in January-March of the current year.

NEWMANN & GACH - Fancy Connecticut Wrappers and Havana our Specialty - Chicago

Meet me at the Tuller



For Value, Service, Home Comfort

New HOTEL TULLER
Detroit, Michigan

Center of business on Grand Circus Park. Take Woodward car, get off at Adams Avenue

ABSOLUTELY FIREPROOF

200 Rooms, Private Bath, $1.50 Single, $2.50 Up Double
200 " " " 2.00 " 3.00 " "
100 " " " 2.50 " 4.00 " "
100 " " " 3.00 to 5.00 " 4.50 " "

Total 600 Outside Rooms
ALL ABSOLUTELY QUIET

Two Floors—Agents' Sample Rooms
New Unique Cafes and Cabaret Exellente

A New Window Trimming Book

¶ The most useful window trimming book that has yet been offered to the public.

¶ This book contains a total of 150 background drawings and a number of small detail sketches.

¶ The first half of the book has the displays arranged in the order in which they should be installed.

¶ The backgrounds are arranged in such a way that anyone can follow them out.

¶ The editor has had more than twenty-five years' experience in every phase of window trimming and it has taken ten years' continuous work to prepare the drawings. Every merchant should possess a copy of "SHOW-WINDOW BACKGROUNDS". Prepaid, $1.50.

Tobacco World
236 Chestnut Street Philadelphia

JOHN F. HEILAND & CO.
Lancaster County Fancy B's
LANCASTER, PENNA.

J. K. LEAMAN
Packer of and Dealer in Leaf Tobacco
Office and Salesroom
110-112 W. Walnut St., LANCASTER, PA.
Warehouse: Bird-In-Hand, Lancaster Co., Pa.

John F. Nissly & Co
Packers and Dealers in
LEAF TOBACCO
And Importers of HAVANA
No. 143 Market Street, Lancaster, Pa.

Established 1890 Correspondence Solicited
KEYSTONE VARIETY WORKS
HANOVER, PENNA.
Cigar Ribbons, Silk Imitation and Muslinola Ribbon Printed or Stamped in Gold or Silver
Labels. Stock Cards. Give Us a Trial. We Want Your Opinion

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of LEAF TOBACCO
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

For Genuine Sawed CIGAR BOXES, Go to Established 1880
Keystone Cigar Box Co., Sellersville, Pa.
Our Capacity for Manufacturing Cigar Boxes is Always Room for One More Good Customer
MONROE D. SELLERS, SELLERSVILLE, PA.

The Standards of America:
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

JOSE F. ROCHA Cable: "DONALLES"

Havana Leaf Tobacco

Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba

SAN MIGUEL 100 HABANA, CUBA

M. A. SUAREZ & CO.
(S. en C.)

Growers, Packers and Dealers in **Leaf Tobacco**

Figuras 39-41, Cable "CUETARA" Havana, Cuba

LOEB-NUÑEZ TOBACCO CO.

IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO

306 NO. THIRD STREET, PHILADELPHIA

K. STRAUS & CO.

Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

HIPPLE BROS. & CO.

Importers of Havana and Sumatra and
Packers of Seed Leaf Tobacco
Finest Retail Department in Pennsylvania

151 North 3d St., Philadelphia

For Quick Results

try The World's "Want Page"

A. Cohn & Company

Importers of Havana and Sumatra, Packers of Seed Leaf Tobacco and Growers of Georgia Sumatra

142 Water Street, . . . New York

Established 1870 Factory No. 79

S. R. KOCHER

Manufacturer of Fine Havana and Domestic Cigars and packer of Leaf Tobacco

Leading brands—"Volitta," "Quaker," Nabobs," "1-4-5," "Havana Cream," "Imperial Beauty," "Little Yara"

Correspondence with wholesale and jobbing trade invited
Factory and Offices: WRIGHTSVILLE, PA.

MANUEL MUNIZ HILARIO MUÑIZ
VENANCIO DIAZ, Special Partner

MUNIZ HERMANOS
S en C
Growers and Dealers of
VUELTA ABAJO, PARTIDO
AND REMEDIOS TOBACCO
Reina 20, Havana

CABLE: "Angel" Havana P. O. Box 98

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

E. A. KRAUSSMAN Importer of
HAVANA TOBACCO
168 Water Street . . . . . New York

SCHELTEMA & QUANJER
Importers of Sumatra and Java Tobacco
180 WATER ST., NEW YORK, N. Y.

JULIUS MARQUSEE, 141 Water Street, New York
Packer and Dealer in All Grades of Seed Leaf Tobacco
TELEPHONE 3956 JOHN

Results THE TEST OF A GOOD TRADE PAPER
THE TOBACCO WORLD GETS RESULTS

CARDENAS y CIA Cable Address, "Nasdecar"

Almacen de Tabaco en Rama

SPECIALTY—VUELTA ABAJO AND ARTEMISA

124 AMISTAD ST. HABANA, CUBA

HEINRICH NEUBERGER

Leaf Tobacco Merchant

HAVANA, CUBA—Consulado 115

NEW YORK, No. 130 Water Street BREMEN, GERMANY

CigarRibbons Largest assortment of Plain and Fancy Ribbons
Write for Sample Card and Price List to Department W

WM. WICKE RIBBON COMPANY

Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain

WOODHAVEN AVENUE, GLENDALE, NEW YORK

GEO. SCHLEGEL
22nd St. and Second Ave.,
NEW YORK

MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
AND TRIMMINGS.

CHICAGO, 105 WEST MONROE STREET,
LOUIS G. CAVA, Mgr.

SOBRINOS de A. GONZÁLEZ
Founded 1868

LEAF TOBACCO MERCHANTS

Packers of VUELTA ABAJO, SEMI VUELTA,
PARTIDO, and all varieties of Tobacco grown
————in the Santa Clara Province————

Cable Address "ANTERO"

WAREHOUSES and OFFICES
INDUSTRIA, 152, 154, 156, 158, HAVANA, CUBA

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

ERNEST ELLINGER & CO. Packers and Importers
OF HAVANA TOBACCO
Havana Warehouse, Salud 15. New York Office, 133-137 Front St.

Joseph Mendelsohn Louis A. Borneman
MENDELSOHN, BORNEMAN & CO.
HAVANA TOBACCO IMPORTERS
HABANA, AMISTAD 95 196 WATER STREET, NEW YORK

Manuel Alvarez & Co.
Importers and Packers of Havana Leaf
And Packers of Puerto Rican Tobacco
Havana Office: SAN MIGUEL 136 Puerto Rico Warehouse: CAYEY New York Office: 178 WATER STREET

E. L. NISSLY & SONS
GROWERS AND PACKERS OF
CHOICE CIGAR LEAF TOBACCO
Packing Houses: Lancaster, Florin. Main Office: Florin, Pa.

Critical Buyers always find it a pleasure to look over our samples
Samples cheerfully submitted upon request.

MILTON H. RANCK
Packer and Dealer in
Domestic Leaf Tobacco
Office: Cor. Duke and Chestnut Streets
LANCASTER, PENNA.
Packing Houses: Strasburg and Lancaster

Michaelsen & Prasse
Commission Merchants
Leaf Tobacco & Cigars
18 Obrapia Street, Havana, Cuba
Address: Cable "UNICUM" P. O. Box 28

MAXIMILIAN STERN
Havana Tobacco
Clavel No. 1, Havana, Cuba 165 Front Street, New York

ESTABLISHED 1877 NEW FACTORY 1904
H. W. HEFFENER & SON
Steam Cigar Box Manufacturers
AND MAKERS OF
Patented Wire Bound Shipping Cases
HOWARD & BOUNDARY AVE. YORK, PA.

HEYWOOD, STRASSER & VOIGT LITHO. CO.

26TH STREET & 9TH AVENUE, NEW YORK

MANUFACTURERS OF

CIGAR BOX LABELS

BANDS AND TRIMMINGS

WESTERN OFFICE
167 W. WASHINGTON ST. CHICAGO, ILL.

PHILADELPHIA OFFICE
420 DREXEL BUILDING.

OUR HIGH-GRADE NON-EVAPORATING

CIGAR FLAVORS

Make tobacco mellow and smooth in character and impart a most palatable flavor

FLAVORS FOR SMOKING and CHEWING TOBACCO

Write for List of Flavors for Special Brands

BETUN. AROMATIZER. BOX FLAVORS. PASTE SWEETENERS

FRIES & BRO., 92 Reade Street, New York

Established 1834

WM. F. COMLY & SON Auctioneers and Commission Merchants

27 South Second Street, Philadelphia

REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

Parmenter Wax-Lined Coupon Cigar Pockets

AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE

¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known

Racine Paper Goods Company

Sole Owners and Manufacturers

RACINE, WIS., - - - - U. S. A.

CIGAR BOX LABELS BANDS AND ADVERTISING

American Lithographic Co.

NEW YORK

Havana Warehouse Monte 167 — Telephone John 1942

M. LOPEZ & CO.

Formerly of CALIXTO LOPEZ & CO.

Packers and Importers of VUELTA ABAJO TOBACCOS — 90 Wall St., New York

THE MOEHLE LITHOGRAPHIC CO.

CLARENDON ROAD & EAST 37TH ST. BROOKLYN, N.Y.

CIGAR LABELS & BANDS

BRANCH OFFICE
170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR LABELS OF HIGHEST QUALITY — CIGAR BANDS — SHOW CARDS — FOLDING BOXES, ETC.

WM. STEINER, SONS & CO.

257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.

LITHOGRAPHIC SPECIALISTS

FOR THE CIGAR & TOBACCO INDUSTRY

SKETCHES FURNISHED UPON REQUEST

EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY

These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in THE TOBACCO WORLD. :-: No bogus Advertising admitted.

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26TH STREET & 9TH AVENUE, NEW YORK

MANUFACTURERS OF

CIGAR BOX LABELS

BANDS AND TRIMMINGS

WESTERN OFFICE, 167 W. WASHINGTON ST. CHICAGO, ILL.

PHILADELPHIA OFFICE, 420 DREXEL BUILDING.

OUR HIGH-GRADE NON-EVAPORATING

CIGAR FLAVORS

Make tobacco mellow and smooth in character and impart a most palatable flavor

FLAVORS FOR SMOKING and CHEWING TOBACCO

Write for List of Flavors for Special Brands

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Established 1834

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Parmenter Wax-Lined Coupon Cigar Pockets

AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE

¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known

Racine Paper Goods Company

Sole Owners and Manufacturers

RACINE, WIS., - - - - U. S. A.

CIGAR BOX LABELS BANDS AND ADVERTISING

American Lithographic Co.

NEW YORK

Havana Warehouse Monte 167 — Telephone John 1942

M. LOPEZ & CO.

Formerly of CALIXTO LOPEZ & CO.

Packers and Importers of VUELTA ABAJO TOBACCOS **90 Wall St., New York**

THE MOEHLE LITHOGRAPHIC CO.

CLARENDON ROAD & EAST 37TH ST. BROOKLYN, N.Y.

CIGAR LABELS & BANDS

BRANCH OFFICE

170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR LABELS OF HIGHEST QUALITY CIGAR BANDS SHOW CARDS FOLDING BOXES, ETC.

WM. STEINER, SONS & CO.

257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.

LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY

SKETCHES FURNISHED UPON REQUEST

EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY

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The largest independent clear Havana manufacturers in the world

UNSURPASSED FACILITIES

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FIFTY SIX
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OCTOBER 1st
1915

Leading Features

United Drug Company and Riker-Hegeman Merger Still to be Completed

Biltmore Luncheon Foreshadows Organization of National Tobacco Association

Recent Action in Tobacco Products Common Stock May Mean Change in Control

Chile as a Tobacco Market

"Palmy Days" Display in Scranton

"Magallanes" Attractively Advertised

Trade Letters of Vital Interest from All Sections

Latest Reports from the Cuban Market

Latest News of the American Leaf Tobacco Markets

Registration of New Brands of Cigars, Cigarettes, Tobacco, Etc.

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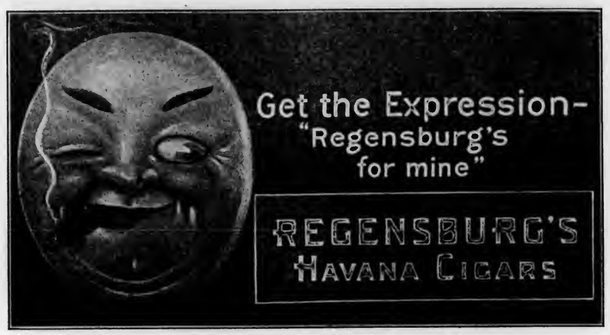

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U. S. BONDED CIGAR MANUFACTURERS

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Clear Havana Cigars

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New York Address, 437 Fifth Avenue

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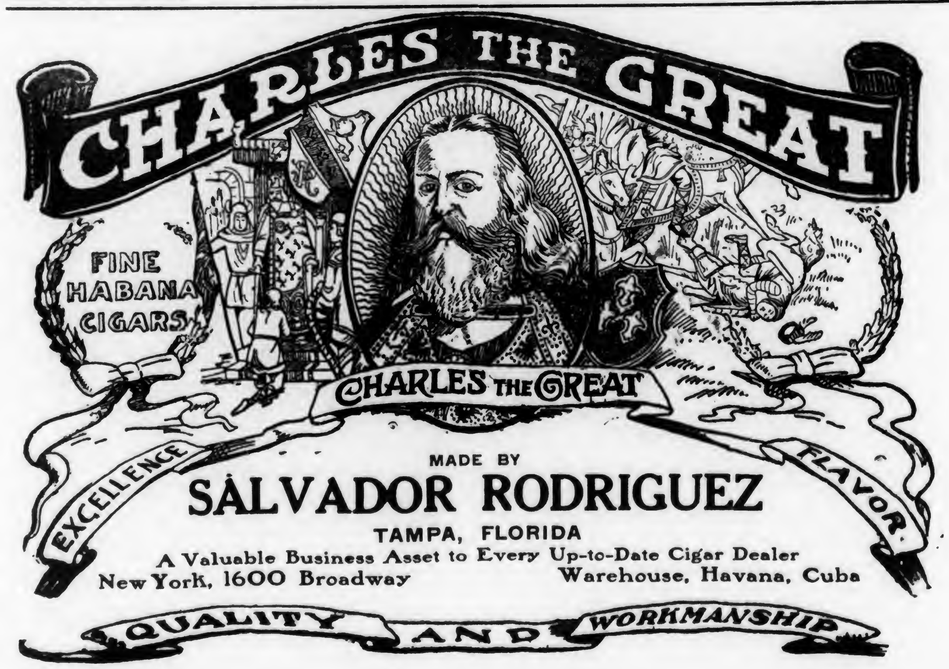

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Behrens & Co.

Havana, Cuba
Consulado 91-93

Manufacturers of the old brands

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Independent factories

Our Motto: Quality, always a little better than Havana's Best

The Original and Genuine

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Smoking Tobacco in a New Cut

Packed in a Pocket-proof Package

1½ ounces—5 cents

United States Tobacco Co.
RICHMOND, VA.

For Gentlemen of Good Taste

San Felice CIGARS

The Deisel-Wemmer Company

LIMA, O.

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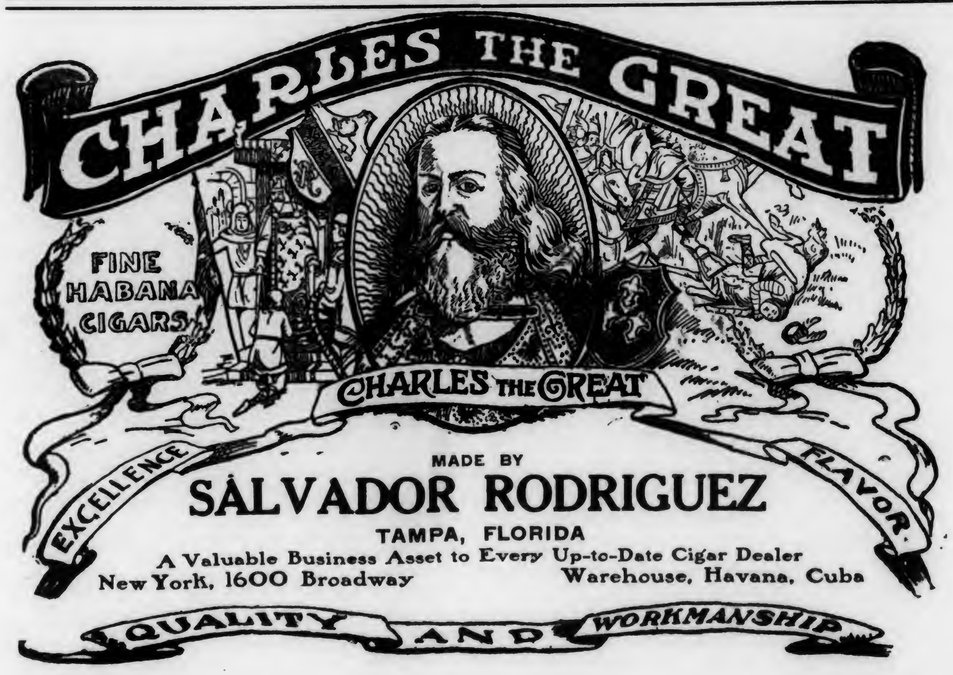

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The Original and Genuine

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Smoking Tobacco in a New Cut

Packed in a Pocket-proof Package

1½ ounces—5 cents

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For Gentlemen of Good Taste

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And UNION LEADER IS good. It's sweet, mellow Kentucky Burley, as delicious tobacco as ever went into a pipe.

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REDI-CUT

For Pipe or Cigarette

[redacted]

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Factory: Tampa, Fla.

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MECCA cigarettes come to you with all the charm and fragrance of the Orient.

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THE cigar that is giving dealers big business everywhere.
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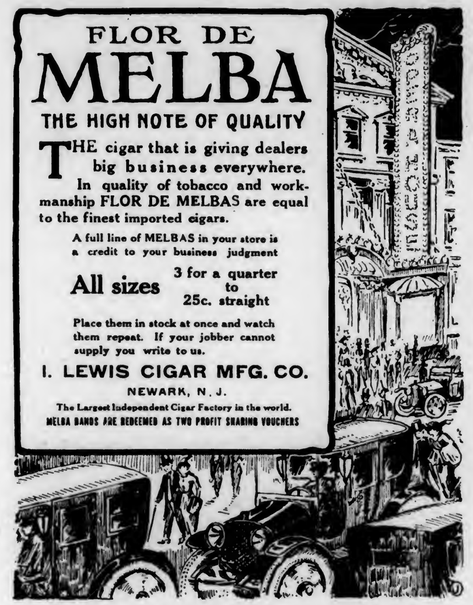

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E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
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all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

Price List Mailed Upon Request.

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FIVE CENT CIGAR
PHILADELPHIA

DIAMOND JOE CIGAR FACTORY
ESTABLISHED 1880

BEST THAT SKILL, ENERGY AND MONEY CAN PRODUCE
H. FENDRICH, Maker, EVANSVILLE, IND.

5c CIGAR

Maintain Your Efficiency

By Smoking TUXEDO—The Mildest, Pleasantest Tobacco Made

FOLKS are talking physical efficiency in modern business life. The idea is, that modern business keeps a man just about as occupied as the fabled one-armed paperhanger with the hives. And if you want to join in with the Gimp Bros. and travel with the Pep and Ginger crowd, you want to cut out a lot of things that make your day's work go wrong.

Take the item of smoking, for instance. It's much better not only for *you* but for your *job* if you smoke a light, soothing pipe tobacco like Tuxedo. Get a pipe and try Tuxedo awhile. You'll see the difference.

Your whole efficiency make-up will respond right away to the gentle and cheering influence of Tuxedo.

ARTHUR LUCK
Conductor of the Philadelphia Harmonic Orchestra, says:
"Tuxedo is easily my favorite smoke—giving greater fragrance, mildness and coolness than I have found in any other tobacco. Never stings or bites the tongue. Tuxedo doubles my enjoyment of pipe smoking."

A. H. GRIFFITH
Director of Detroit Museum of Art, and Lecturer, says:
"Like Omar I sometimes wonder what the makers of Tuxedo buy, one-half as precious as the stuff they sell. It's the greatest ever."

VICTOR P. ARNOLD
Member of the Chicago law firm of Northrup, Arnold & Fairbank, says:
"After a battle in the court-room, there is nothing like retiring to your private office, sitting back in your chair with your feet on your desk and enjoying a fine smoke of Tuxedo. It is immense!"

WILLIAM COLLIER
Popular comedian, recently starring in "A Little Water on the Side," says:
"My pipe is always Tuxedo-filled. I tried other tobaccos before I discovered Tuxedo. Now there IS no other."

JAMES R. HAYES
Owner and Manager of the Wayne Hotel, Detroit, Mich.; Park Hotel, Hot Springs, Ark., and Park Hotel, Sault Ste. Marie, says:
"Sports afield and afloat appeal to me, but the day would not be wholly enjoyable without the evening pipe of Tuxedo, my favorite smoke."

PATRICK H. O'DONNELL
A prominent lawyer of Chicago, says:
"A canvass of my friends would show that Tuxedo is most popular with them. Many say it is the only pipe tobacco."

Tuxedo

The Perfect Tobacco for Pipe and Cigarette

gives you this moderate and reasonable refreshment because it is primarily a pure, light, mild selection of the highest grades of Kentucky Burley tobacco.

Tuxedo can't bite your tongue. It can't irritate you in any way. There's no drag or sag in it. Simply pleasant, whiffable, aromatic, easy smoking.

Tuxedo has all these splendid qualities because it is made by the *original* Tuxedo Process of treating Burley leaf. Many other manufacturers have tried to *imitate* the Tuxedo Process—but never succeeded. Hence there is no other tobacco "just as good."

If you've tried the imitations, just try the *original*. At the end of one week you'll find yourself in line with the thousands of famous business men, lawyers, doctors, ministers, singers, athletes, who endorse Tuxedo as the one perfect tobacco.

YOU CAN BUY TUXEDO EVERYWHERE

Convenient Pouch, *innerlined* with moisture-proof paper . . **5c**

Famous green-tin, with gold lettering, curved to fit pocket **10c**

In Tin Humidors, 40c and 80c
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Made at our Newark, N. J., Factories

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HAND MADE - NICKEL CIGAR

We also manufacture at our several Pittsburgh factories, a very attractive and extensive line of cigars and stogies to retail at 2 for 5 cents, and 3 for 5 cents. Our leaders

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Write for full information

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V. Guerra, Diaz & Co., Tampa, Fla.

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Chewing Snuff

We guarantee Copenhagen Snuff is now and always has been absolutely pure.

It is made of the best, old, rich leaf tobacco. The Snuff Process retains the good of the tobacco and expels the bitter and acid of natural leaf tobacco, making Copenhagen the **World's Best Tobacco for Both Chewing and Snuffing.**

Whenever a dealer has any difficulty in obtaining his supply of Copenhagen Chewing Snuff satisfactorily, we will help him if he will **write us.**

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50 Union Square North **New York, N. Y.**

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Graham Courtney
"MILD HAVANA BLEND"
They Lead the Leaders
26 SIZES
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135 West 42nd Street, New York

HAVANA CIGARS
ROMEO Y JULIETA
The Leader in all the World's Markets
U. S. Representative: Wm. T. Taylor, 93 Broad St., N. Y. City.

Fancy Cigar Boxes
made by
Henry H. Sheip Mfg. Co.
Columbia Ave. and 6th St.
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the Imported Sumatra?

The REASON:

American Sumatra Tobacco

Grown by

AMERICAN SUMATRA TOBACCO CO.,
142 Water Street, New York

To The Trade

We take pleasure in announcing that we have moved to

72 Fifth Avenue

The trade are cordially invited, when visiting New York, to make our new and spacious offices their headquarters, where they will be welcome at all times.

Philip Morris & Co., Ltd.
72 Fifth Avenue
New York

Tel. Chelsea 7310

"The Little Brown Box"

A STEADILY INCREASING DEMAND FOR

"MAGALLANES"

Tells the story of this QUALITY Manila brand from La Flor de Intal factory.

Government supervision and inspection, fine tobaccos and skilled workmanship make "MAGALLANES" the leading Manila cigar of QUALITY.

Exclusive territory may be had by jobbers on certain other La Flor de Intal brands. Delay means lost trade and lost profits. If you want to build your business, send a post card to

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UNITED STATES REPRESENTATIVE of La Flor de Intal Factory, Kuenzle & Streiff, Inc.

Over 1000 Dealers in New York During 1914 Stocked

MI FAVORITA

CLEAR HAVANA CIGARS

The flower of perfect tobacco manufactured in bond has maintained "Mi Favorita" Clear Havana Cigars at the forefront of all brands. Quantity shipments from factory.

MI FAVORITA CIGAR CO., Inc.

Key West, Fla. 529 West 42nd Street, New York

"The Park & Tilford Standard"

Flor de **Jeitles**

CLEAR HAVANA CIGAR

5¢

JEITLES & BLUMENTHAL, Ltd.

PHILADELPHIA.

ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER

CLEAR HAVANA

CIGARS

Our Motto: "QUALITY"

Office and Salesroom, 801-803 THIRD AVE.

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M. MELACHRINO & CO., Inc.

EGYPTIAN CIGARETTES

You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

GRAND DEPOTS OF M. Melachrino & Co., Inc. { London, 8 Regent St., S. W. Capetown, South Africa } Calcutta, 10 Government Place Alexandria, Rue Cherif Pacha } CAIRO, Head Office and Factory Hamburg, 18-20 Grosse Backerstrasse

AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD PRICE LIST UPON APPLICATION

214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXV. PHILADELPHIA AND NEW YORK, OCTOBER 1, 1915. No. 19.

UNITED DRUG AND RIKER-HEGEMAN MERGER STILL TO BE COMPLETED

Arrangement for Control Expected to Be Carried Through—Liggett Chain Will Gain Some One Hundred Stores—Meeting of Stockholders Early in Month to Act on Suggestions for the Merger

New York City.

WHILE officials of the United Drug Company state that any announcement of a merger between themselves and the Riker-Hegeman Company is premature, it is understood on very good authority that arrangements for the transfer of control will be carried through, thus adding to the Liggett chain about 95 drug stores, doing an annual business of approximately $35,000,000.

It appears that no consolidation can be made without a consent of 75 per cent. of the stock of the Riker-Hegeman Company. While it is believed that this consent will be obtained, it is probable that some time will elapse before the deal is finished. There seems to be some difference of opinion as to the value of the business to be acquired by the United Drug Company, and this will have to be settled before a definite statement can be made.

Should the consolidation take place, it is said that the exchange for the Riker-Hegeman stockholders will be on a valuation basis of $125 for each $100 of face value of Riker stock. The Liggett stock will come into the merger on a basis of $187 per share.

A special meeting of the Riker-Hegeman Company will be held early this month to act on the suggestions as outlined by the controlling interests, as represented by George J. Whelan.

Details of the negotiations are not available, but it was learned the purpose of the United Drug interests was to obtain control of the majority common stock, at present owned by a holding company in the interest of George J. Whelan and his associates. Mr. Whelan is in control of the United Cigar Stores Company, and only a few months ago there were reports that a merger of the cigar stores and the Riker chain of drug stores was contemplated.

Since that time, however, conditions have changed and the United Drug Company started negotiations. Mr. Whelan's group owned $1,343,280 of the $8,469,620 common stock of the Riker-Hegeman Company, which in turn owns the William B. Riker & Son Company, Hegeman & Company and the Jaynes Drug Company of Massachusetts. It is the object of the Liggett interests to acquire the $1,343,280 stock, which will give them control of the property and business of the Riker chain. At present this stock is owned by a company formed about two years ago, known as the corporation for R. and H. stock, whose shares are now being traded in on the curb.

Of the United Drug Company's shares, $4,683,600 common and $2,773,950 preferred are outstanding. The company controls, through stock ownership, the Louis K. Liggett Company, which operates the Liggett stores.

The Riker & Hegeman Company was formed under the laws of New York February 8, 1912. The entire stocks of William B. Riker & Son Company, of the Hegeman Com-

(Continued on Page 18)

BILTMORE MEETING FORESHADOWS NATIONAL TOBACCO ASSOCIATION

Prominent Members of Trade Favor Plan—First Steps for Organization of Industry Ready—All Branches to Be Included—A Committee of Ten to Organize Body

New York City.

MEN prominent in every branch of the tobacco industry, representing in some cases their own interests and in other those of established organizations among the leaf dealers, manufacturers, jobbers and retailers, met at an enthusiastic gathering in the Biltmore last Saturday, when plans for the formation of a national association, to include every branch of the tobacco trade, were discussed.

The Committee of Ten

The Committee of Ten, to have charge of the drafting of a constitution and by-laws for the new Tobacco Merchants' Association of the United States, has the following members: Jesse Bloch, Bloch Brothers, Wheeling, W. Va.; Charles J. Eisenlohr, Otto Eisenlohr & Brothers, Philadelphia, Pa.; Frederick S. Lucey, Philip Morris & Company, New York, N. Y.; William T. Reed, The Larus & Brother Company, Richmond, Va.; Asa Lemlein, The E. H. Gato Cigar Company, New York and Key West; Edward Wise, The United Cigar Stores Company, New York, N. Y.; Charles Fox, F. Miranda & Company, New York, and president of the National Cigar Leaf Tobacco Association, New York, N. Y.; Nicholas Ehrlich, president of the Independent Retail Tobacconists' Association, of Brooklyn, N. Y.; Carl Werner, "The Tobacco Leaf," and Curtis A. Wessel, "United States Tobacco Journal."

The impressive feature of the luncheon was the harmonious attitude of those present toward a national association. Heretofore it has not only been very difficult to bring the important members of the trade together, but it has been still more difficult to outline a plan for organization which would have a popular appeal.

The tobacco trade publishers are to be congratulated on what they have accomplished thus far, and if the efforts for organization succeed with the same degree as have the plans for the luncheon, there need be no fear that the national association will not be formed.

C. Fred Crosby acted as toastmaster and outlined the first steps for the planning of the organization and then introduced Charles Dushkind, as the man who has drawn up the "Call."

Mr. Dushkind voiced the need for the association and stated the purposes he had in mind in planning the organization.

"This association is intended to be strictly an independent organization," said Mr. Dushkind, "belonging to no faction, supporting no element, favoring no class, and repre-

IRREGULAR PAGINATION

PROMINENT MEMBERS OF TOBACCO TRADE AT BILTMORE LUNCHEON

Among those shown in the picture are M. Albert, N. S. Appleton, A. Abramowitz, Mr. Ball, David M. Baum, John Bain, Jr., Clinton E. Bernd, E. G. Berriman, J. M. Buckner, H. Anton Bock, C. A. Bond, William Baeder, F. C. Clements, Louis Cahn, M. A. Charles, C. Fred Crosby, J. H. Dublon, Paul Drucklieb, E. H. Davis, J. G. Driscoll, E. J. Debold, E. M. Deming, Charles Duskikind, D. S. Duskikind, Charles J. Eisenlohr, J. I. Edelstein, Nicholas Ehrlich, A. Falk, Charles Fox, Vincent Farley, S. Frieder, Sidney J. Freeman, Thomas S. Fuller, Israel Friedkin, Alvaro Garcia, W. J. Gestal, Harry Greenberg, James C. Giaccum, Lewis Gompers, A. W. Hollingsworth, Fred R. Hoisington, A. H. Hillman, H. L. Hirst, L. Hirschhorn, Edward L. Haas, Alexander Herbert, W. W. Hiscox, W. A

E. F. Rosenthal Becomes General Sales Manager

E. F. Rosenthal, general manager of M. A. Gunst & Company, Inc., on October 1st, assumes the position of general sales manager of M. A. Gunst & Company, Inc., manufacturers of "Van Dyck" cigars.

Having served in every capacity of the marketing end of the cigar business, Mr. Rosenthal brings to his new position a wealth of experience, which those who know him predict will mean a largely increased sale of "Van Dyck" cigars throughout the country.

Bainbridge to Have New Cigar Factory

The latest addition to the fast growing list of new enterprises in Bainbridge, Ga., is the Edwards cigar factory. This industry will employ, when fully completed, about twenty-five men, and came here on account of the unusually low freight rates and the fact that Bainbridge is in the heart of the tobacco belt. Some of the finest shade tobacco in the world is grown in this section.

G. O. Tuck & Company File Articles of Incorporation

With a capital stock of $80,000, divided into 800 shares of a par value of $100, G. O. Tuck & Company recently filed articles of incorporation in the office of the County Clerk at Louisville, Ky. The corporation proposes to deal generally in the manufacture, rehandling and the buying and selling of leaf tobacco in all of its branches. The officers for the first year are: G. O. Tuck, president; J. Wallace Vaughan, vice-president, and A. Braitling, secretary and treasurer.

William Miller, a successful tobacco grower of Thompsonville, Conn., died recently, after a short ilness. Mr. Miller was recognized as a practical farmer and had just finished the harvesting of ten acres of tobacco at the time of his death. He is survived by a widow, one son and one daughter.

Making the Spare Moments Count

It is a fact that the usual dealer in the residence parts of a city will have a good many dull intervals when there seems absolutely nothing to do.

But the residence dealer has a better chance in one way than the man in the business section. He has a field to draw from which can't get away from him, and it ought to be his game to keep this field well in line. If the residence dealer knows his business he will have the name and address of every man within a radius of blocks, and he can use the spare time that he would otherwise have in keeping in touch with them.

This he can do by circular or by mail, or by any old way that will keep his store in the mind of the man he is after. Let the dealer get out this way and hustle up a box trade. It's not such a hard matter to induce a man to buy his cigars by the box, and once he gets in the habit of doing it, he'll be sure to keep it up. Keep tabs on your box customers, and when it seems likely that the last box is almost gone, call on the man for another. He'll appreciate such attentions, and you'll get your order.

If he is not to be gotten right off, keep at him. A residence dealer ought not to be satisfied until he has gotten every smoker in the neighborhood. When he has, theen he can sit around his store and take a little sleep, but not before. The trouble with the man who gets tired too quick because he isn't kept busy, is that he expects everything to come to him. It is only exceptionally lucky persons who have everything come to them, and these words are not addressed to them, because they are so few in number.

An Honest Article at a Fair Price

One secret of success in any business (according to a Canadian contemporary) is putting an honest, dependable article on the market and disposing of it at a reasonable profit. Any person can wilfully misrepresent, decry, vilify, and denounce the goods of a competitor, and it does not require an exceptionally high plane of intelligence to cut prices.

Economy, to the careful, honest business man, is a weighty factor in the commercial problem to the solution of which he is bending his energy and devoting his time. To him, therefore, the words "low prices" have an enticing sound. It is clearly apparent, then, that these words should possess a significance concerning which there can be no possibility of doubt, or else the buyer who has been attracted by them will find himself the victim of deceit.

When you lay before your customers the advantages of your goods; when you emphasize the fact of their cheapness; when you assert that they are lower in price than the stock of your neighbors, what do you mean? In short, to undersell your brother dealer are you covering anything up?

What the word cheapness should mean, and its customary application, are two things as opposite as light and darkness. Cheapness has come to be used as bait wherewith to allure custom. It is thought to be, by many, the great avenue that leads to success. They reason thus: no matter how an article of merchandise is made, or of what it is made, if it looks well at the time of sale, and is offered at a rate a little below a similar pattern of your neighbor, its cheapness will sell it. Cheapness, according to their dictionary, means—beating your competitors in the item of prices and outward appearance without regard to quality of work or material.

Cheapness should represent, when applied to stock, that class of goods which will give the maximum amount of service at the minimum of cost necessary for faithful construction. When you subordinate honesty in constructive details to the question of "underselling" a rival, you have lost sight of the real and true definition of the word, and are benefiting neither yourself nor the tobacco business in your town.

Cheapness exists in goods that are just what they are represented to be. It exists in honesty rather than in sharp practices. Cheapness, in its true sense, demands a value based upon quality and cost, and not upon prices of a rival establishment.

Working While You Wait

There is an old saying that everything comes to him who waits, but the retailer who waits with that tired feeling, the man who sits down and simply waits for business to come to him, will probably have to wait for so long a time that he may die of old age before business will come to him. It is generally this type of man who kicks most about there being a very poor business, and yet it is in all probability his own fault.

Of course, it is easily possible that business may drop off some at times and apparently without any particular reason, but at the same time it is the dealer who continues constantly on the hustle that continues to have the largest and most prosperous business, and is the most successful man.

In other words, trade does not come without an effort. At least not in a paying volume. It must be drawn to the store, whatever means it can best be accomplished by, that depends largely upon the individuality of the dealer himself. Some get it by the very appearance of their store, others by advertising, others by reason of a large personal acquaintance, and so on. But every one of them has his full share of effort to make, or he would not get it at all.

ACTION IN TOBACCO PRODUCTS COMMON STOCK MAY FORESHADOW A CHANGE IN CONTROL

Banks Said to Have Secured Large Interest—First Time Common Stock Has Been Active—Rumor That Preferred Stock Is to Be Retired

New York City.

FOR the first time since the Tobacco Products Corporation was organized the common stock has been active on the market. There was a decline from 59 to 35, and then a recovery of 9¼ points. The preferred stock did not sell, but the last sale of this stock was at 98.

The tumble was laid to the rumor that George J. Whelan was disposing of his holdings, and the price broke thirty-four points in short order. Another statement was to the effect that some very ambitious young men had tried to make a pool in the stock and that they had succeeded in carrying the price up to a point decidedly artificial. Some one on the inside with more stock than these young men could possibly care for at the prevailing price was attracted by the high mark. As a result the stock did not remain attractive and tumbled to thirty-four points lower.

Some rumors have it that E. C. Converse, the Chase City National Bank and the National City Bank, have secured large holdings in the corporation. But it is denied that new dominating interests are entering the corporation.

Others say that there is a move to acquire the Schinasi Brothers Cigarette Company, which at present enjoys a very healthy business. Leon Schinasi, representing his brother and his uncle, states that there is no truth in the story. It is admitted that the company has been approached, but that nothing has ever been consummated and that Schinasi Brothers have no desire to sell.

The Tobacco Products Corporation was formed about three years ago, and the initial outstanding capital was made up of $16,000,000 common stock and $10,000,000 of 7 per cent. preferred.

During the last two years the outstanding preferred issue has been reduced below $7,000,000 by purchases of the stock in the open market at a price well below par; in fact, a large part of the preferred issue so retired was taken up in the neighborhood of $80 a share which meant a large saving to the company.

The Tobacco Products Corporation is a holding company and controls the following operating concerns: The Melachrino Company, the Surbrug Company, the Booker Tobacco Company and the Nestor Company, as well as a half interest in Stephano Brothers, a Philadelphia concern. While the Tobacco Products Corporation owns only one-half the stock of Stephano Brothers it has during the last two years exercised control of Stephano Brothers' business.

The Melachrino Company has been the real money maker of the Tobacco Products Corporation. The earnings of the Melachrino Company this year are expected to show $300,000 above the entire preferred dividend of the Tobacco Products Corporation, the holding concern. It was agreed at the time of the formation of the Tobacco Products Corporation that no dividend should be paid on the common stock until a cash surplus had been built up equal to three years' dividend requirements on the preferred issue. A prominent interest of the company says that the figure will be reached early next year.

When the Tobacco Products Corporation was formed, George J. Whelan and Daniel G. Reid were generally considered to have put up the real money. Daniel G. Reid was later named as president of the company. Mr. Whelan never figured as a director or official, but was generally regarded as the real directing head of the concern, and the taking over of various independent companies was left entirely in his hands. In fact, it was stated at that time that Mr. Reid only interested himself in Tobacco Products because of his great confidence in Mr. Whelan's ability to build up a strong tobacco concern.

Stickney-Hoelscher Lease New Headquarters

A long-term lease of two storerooms in the Turner Building, at the northwest corner of Fourth and Olive Streets, St. Louis, Mo., to the Stickney-Hoelscher Cigar Company has been closed by Cornet & Zeibig for the Turner Realty Company, owners of the building.

The space will be reconstructed, making one large room, with a front of forty feet, which will become the headquarters and salesroom of the firm. The alterations will be complete about October 1st. It will be 407-09 Olive Street.

Heitman Tobacco Company to Erect New Building

The Heitman Company, manufacturers of cigars on South Main Street, Dayton, O., will erect a new factory building in North Dayton. They have purchased a tract on Valley Street, fronting 65 feet on Valley Street and 300 feet in depth, from the real estate firm of M. S. Benn for the consideration of $2500. The Heitman Company at present employs 140 people, their quarters on South Main Street, having become too small for their rapidly increasing business.

The building will be an up-to-date factory and capable of accommodating 500 employes. This building will be the most modern in this part of Ohio, devoted entirely to the manufacture of cigars. It will contain tobacco packing rooms, a cold storage, a rest room and lunch room for the employes, also bath equipment. The Heitman Company has the reputation of providing well for the comfort of its employes as well as for the superiority of its output. This will add to Dayton, another expansion of a home factory.

Big Tobacco Pool Hangs in Balance

The fate of the Planters' Protective Association, of Kentucky and Tennessee, the organization of farmers which has played such an important part in the marketing of the tobacco crop in the Black Patch since 1904, is at present hanging in the balance.

For the past two or three years the support of the association has been decreasing and this time it is so poor that the management has announced that unless 135,000 acres, which is estimated to be sixty per cent. of the planting this year, is pledged by October 21st the association will be declared disbanded and will cease business. Some reports are that not more than twenty per cent. of this year's crop has been pledged up to this time and this is confined to practically a few counties. It is reported that in Kentucky, Galloway County has pledged from sixty-five to eighty per cent.; while in Tennessee, Robertson County has pledged fifty per cent.; Montgomery, fifty per cent.; Davidson, seventy-five to eighty per cent.; Summer, thirty per cent. In Cravas and Ballard Counties only about fifteen per cent. has been pledged, while in Todd, Christian, Trigg, Logan and other counties there has been practically none pledged.

However, the project is not to be given up without an effort to secure the necessary pledges. Active campaigns are proposed for all the counties which have not rallied to the cause in satisfactory manner. Speakers will be sent into these and a determined effort made, to put the proposition before each farmer individually, and if possible sign him up. This is a big undertaking, but the association officials believe they can do it.

BILTMORE MEETING FORESHADOWS NATIONAL TOBACCO ASSOCIATION

(Continued from Page 15)

senting no special interests. Its aim will be the welfare of the tobacco industry; its masters will be all desirable masters of the tobacco industry, who choose to join it; its field of operation will be the United States."

F. S. Lucey, of Philip Morris & Company, in a brief speech pledged the most sympathetic consideration of such plans as should be proposed.

Preferred Havana Cigar Company, by David M. Baum.

Independent Retail Tobacco Association of Brooklyn, by Nicholas Ehrlich, president, Harry Greenberg and Louis J. Levin.

Jacob Lippman, of Brooklyn, by Jacob Lippman.

A. H. Hillman, by A. H. Hillman and Fred Hillman.

"Tobacco Jobber and Retailer," by H. M. Konwiser.

Office of Charles Dushkind, by Charles Dushkind, David S. Dushkind and others.

"Jewish Morning Journal," by Israel Friedkin, publisher, and Arthur L. Malkenson.

William Glaccum & Sons, by James C. Glaccum.

Lincoln & Ulmer, by Mr. Ulmer.

G. S. Nicholas & Company, by W. A. Charles.

H. Anton Bock & Company, by H. Anton Bock.

Ruy Lopez Ca., by A. V. Jockel.

zSimon Batt & Company, by Sidney Goldberg.

Zufedi Cigarette Company, by G. E. Nichols, president, and Theo. Photiades, vice-president.

Bayuk Brothers Company, by H. L. Hirst.

Simon Batt & Company, by Sidney Goldberg.

Merriam Segars, Inc., by Sid. Powell, vice-president.

Jos. Hirsch & Son, by Louis Hirsch.

American Can Company, by E. M. Dening, vice-president.

J. S. Wise, Jr., attorney, by John S. Wise, Jr.

Trade Jottings

The "Robert Emmett" cigar is now being featured in all of the local stores of the Scholtz Drug Company, Denver, Col.

Claude Turner, who represents Salvador Rodrigues, maker of "Charles the Great" cigar, was in Philadelphia this week.

Heavy business on the Pacific Coast is reported by Bayuk Brothers Company, of Philadelphia, on their very popular "Havana Ribbon" cigar.

T. W. Hall, Western representative for the J. F. Portuondo Cigar Manufacturing Company, 1110 Sansom Street, is now on the Pacific Coast doing splendid work with the jobbers and distributors.

The E. H. Gato Cigar Company, of Key West, Fla., report an increasing number of orders on the company's brands. They also state that they have been compelled to increase the number of their hands.

It is rumored that the factory of the Porto Rican American Tobacco Company, at Perth Amboy, N. J., will in all probability double its present capacity shortly. So extensive is the business being done by this concern at this time, that present facilities are almost unequal to the demands.

UNITED DRUG AND RIKER-HEGEMAN MERGER STILL TO BE COMPLETED

(Continued from Page 13)

pany and of the Jayne Drug Company, of Massachusetts, are owned by the Riker & Hegeman Company.

The Riker & Hegeman Company stock is divided into $10,000,000 common and $5,000,000 6 per cent. cumulative preferred. The par value is $100. Quarterly dividends of 6 per cent. per annum have been paid since May, 1912, on the preferred stock and 4 per cent. per annum on the common.

Of the common stock $7,000,000 is issued and of the preferred $2,147,600. The corporation for holding Riker & Hegeman stock, formed under the laws of Delaware in November, 1913, acquired $3,589,800 of the common stock of the Riker & Hegeman Company. The capital of the corporation for Riker & Hegeman stock is $5,000,000, issued $3,589,500, and par value $5. The exchange was made on the basis of twenty shares of the new company's stock for one share of the Riker & Hegeman Company.

The president of the holding company is H. S. Collins; treasurer, F. I. Becton. The directors are: F. I. Becton, H. S. Collins, C. H. Du Bois, M. M. Lesser, W. J. Malone, J. F. Meaney, C. J. Schmidlapp, J. St. J. Wattley and S. S. Whelan.

Frost Did Not Hurt Lancaster County Leaf

The reports of last week on the condition of Lancaster County tobacco show that a very large part of the uncut crop was hurriedly rushed into the sheds when the cold mornings indicated frost. True to the former conclusions that on account of there being so much warm moisture in the ground there would be no damaging frost in September, the very slight appearance of frost in a few low places of the county inflicted no injury upon the part of the crop remain in the fields.

The quality of those crops which had been properly suckered was much improved by the warm sunshine following the few cold nights, so that the cutting of the last two or three days of the week will make very fine tobacco.

While many growers who prematurely cut their crops and a large number of buyers in the beginning of the curing season set up a howl about the curing weather, which was intended for ideal growing weather to furnish a very fine crop, the last few weeks have demonstrated that this has been a very fine curing season, permitting the leaf to pass through in a natural order all the necessary curing processes, first turning into the much desired chestnut brown with its accompanying olive back, so necessary to make a perfectly cured leaf, which held up to the sunshine will show the beautiful picture of life stored up in the delicate tissues in the wonderful organism.

On the whole, those growers who ploughed deep, applied an abundance of high-grade plant food, rolled and harrowed it thoroughly in the soil, transplanted thrifty plants, gave first attention to timely cultivations, topped or budded just at the right time, kept off the fast and frequent growing suckers, cut and housed carefully only when thoroughly matured, and continue to watch every stage of the curing process, so as to provide the necessary temperature, dryness, and moisture to complete an ideal cure, will have a very fine crop which will command good prices by the big manufacturer buyers.

Charles Waters, manager of the Yahn & McDonnell store in the new Widener Building, reports a splendid increase in business during the past few weeks, and every indication points toward a successful fall and winter trade.

Schwab Brothers Locate on Broadway

SCHWARB BROTHERS, who have been located at 213 East Twenty-fourth Street, New York, since the organization of their cigar manufacturing business, have found it needful to secure more room for the manufacture of their clear Havana "Epoca" brand of cigars and will move in a few days and occupy the entire building at 1177 Broadway.

This is the four-story building one door from Twenty-eighth Street, which has been for years occupied by Hicks, New York's most select handler of fine fruits.

The building is being entirely remodeled and decorated.

Gato's New Invincible Size Sent Out

Samples of the new "Gato" size (E. H. Gato Cigar Company), a 5½-inch invincible going to the trade at $100 per thousand, have been received by a number of jobbers who state that they are well pleased with it. Predictions regarding the new invincible are decidedly optimistic.

New Location for Dave Saqui

Dave Saqui, manufacturer of the popular "Jean Valjean" brand of cigars, has leased the fourth loft of the building, northeast corner of Thirty-fifth and Sixth Avenue, and will locate his plant there as soon as alterations are completed.

"Bud" Cigarettes Making Good Impression

The Bud Cigarette Company, of 2 Rector Street, have been making some strenuous efforts in advertising their novel packing of "Bud" cigarettes during the past month. Their salesmen have been much in evidence in the leading hotels and cafes and good results are reported.

Heard on Broadway

E. C. Berriman, of Berriman Brothers, who makes his headquarters in Chicago, has been in New York since last Saturday, conferring with his brother, M. W. Berriman, who has just returned from a flying trip to the Tampa factory.

The Benito Rovira Company are finding themselves somewhat handicapped in the matter of obtaining sufficient help to enable them to fill the rapidly increasing orders arriving at the factory on their "La Confesion" and "El Arabe" brands.

"Garcia Grande" factory is being kept unusually busy filling orders on this popular brand of Julius Klorfein's. Mr. Klorfein recently increased his working force by the addition of 60 hands.

Rose Tip Cigarettes, Themelis Brothers, are meeting with signal success throughout Greater New York, according to George Themelis, of the company. Mr. Themelis states that the majority of original orders result in repeats, and in various cases, in larger quantities.

Bowring & Company to Represent the Philippine Company

ANNOUNCEMENT is made to the trade that Bowring & Company, 17 Battery Place, New York City, have been appointed selling agents in the United States for the Philippine Company, Ltd., of Manila, P. I. This company has enjoyed a large and increasing business throughout the Pacific Coast States, but temporarily withdrew from other markets owing to a demoralized condition which had arisen therein. Since then, however, the circumstances which made this necessary, have been somewhat alleviated, and the Philippine Company, Ltd., has been induced to re-enter the Eastern and Middle Western markets of the United States. It is their intention to carry a well assorted stock in New York under their open brands and give exclusive rights to jobbers on their special private labels, for direct import business. Samples are at disposal of buyers upon request.

The various brands of high-grade Manila cigars, manufactured by this company, one of the largest in the Philippine Islands, are well and favorably known throughout the world. Their leading brands, "La Constancia," "La Concordia," "La Giralda" and "El Comercia," enjoying a high reputation in the world's markets.

The interests of the Philippine Company, Ltd., have been placed in the hands of Mr. Ernest J. Moss, who will act as their general sales manager.

S. I. Davis & Company Busy With Orders

It is not often that a factory gets so far oversold that it has to recall its salesmen in order to permit of a breathing spell, but such is the condition of affairs at the "El Sidelo" factory of Samuel I. Davis & Company, with factories in New York and Tampa. It is stated that if no new business be taken for some months, the company would be still kept busy.

Austin, Nichols & Company Expanding

Austin, Nichols & Company, wholesale grocers, with a large cigar department, have recently acquired the three big stores of Johnson & Murray in Utica, Watertown and Ogdensburg, N. Y. Henry Balfe, vice-president of the concern, has confirmed the deal. Business will continue under the same name and James B. Murray will be president of the company, while D. Clinton Murray, a director, becomes a director in Austin, Nichols & Company corporation.

This move is another step in the plan of Austin, Nichols & Company to obtain a string of jobbing houses stretching across the country.

Regensburg Estate Appraised

Appraiser Berwin has recently reported to the State Comptroller that Edward Regensburg, the cigar manufacturer, left an estate valued at $222,836. There were specific bequests valued at about $6,000.

Manhattan Cigarette Company in Bankruptcy

The Manhattan Cigarette Company, with offices at 130 Pearl Street, has filed a petition in bankruptcy. Its schedule shows liabilities of $5,629 and assets of $1,093.

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CIGAR MANUFACTURERS' ASSOCIATION OF AMERICA
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The committee which brought about the gathering at the Biltmore deserves hearty congratulation, for that meeting marks a new milestone in the progress of the tobacco industry. There have been many meetings before, but none so indicative of the broad-minded spirit of the trade. Organization after organization has been run on the shoals because of petty jealousy.

A New Milestone

Instead of this spirit we find the most prominent men in the tobacco trade, heads of combinations and independent owners, chain store magnates and anti-chain store men, sitting down together and discussing in intelligent fashion the best lines on which to work in order to build up an organization that will include every branch of the trade.

It did not take the men who count their fortunes by the hundreds of thousands to see that the trade success would come through co-operation and organization. If it is big enough to interest such men as were present last Saturday, it is certainly worth the while of the others to give attention to it.

Let us hope there will be more of these "get-together" luncheons. We like the spirit of broad-mindedness that it develops. We want to see more of it.

The Special Cigar Day Number of "Tobacco"

The National Cigar and Tobacco Day number of "Tobacco" is without question the biggest thing of its kind produced by any publication in the trade—in the volume of advertising, in the volume of reading matter and in every other respect.

The volume is profusely illustrated, printed on a fine coated paper and encased in a handsome three-color cover. It contains many statistics of value and every man in the industry who gets a copy of this number will want to keep it as being the nearest thing to a trade encylopedia.

In all there are one hundred and ninety-six pages filled with reading matter, photographs and much representative advertising. It is a big thing well done. The publishers are to be congratulated on the success of the efforts which they have put forth, and if it helps to establish National Cigar and Tobacco Day a little more firmly on the minds of the trade it will have accomplished a useful purpose.

Caption "She Is a Good Sport" Errs

Miss Edna Rawlins, a seventeen-year-old Kentucky miss, said to be of unusual comliness and claimed by a number of towns in the State, but believed to be from Dayton, Ky., has brought suit against the Liggett & Myers Tobacco Company for $25,000.

Miss Rawlins alleges that her picture taken in a bathing suit has appeared on a pictorial poster on which also appears an advertisement for a brand of cigarettes; it is further alleged that the picture is used without her consent or permission and that while her name does not appear on the poster, friends have been able to recognize her, and she has been embarrassed so repeatedly that she is now verging on a nervous breakdown.

The caption, "She Is a Good Sport," Miss Rawlins objects to particularly.

Since the suit has been brought it is the general opinion that the caption, is, to say the least, misleading.

Abraham Stromberg

Abraham Stromberg, aged seventy-two years, who had been in the leaf tobacco business in Minneapolis for twenty-five years, died recently at his residence, 2520 Bryant Avenue S. His health had been failing for three years, but he was critically ill only on day. Mr. Stromberg had been active in church and charitable affairs. He was president of the Hebrew Reform Congregation for twelve years, trustee of the Cleveland Old People's Home and member of the Royal Arcanum, Masonic and B'Nai B'Rith fraternities. He is survived by his widow and two children, George Stromberg, of Minneapolis, and Mrs. Alexander Friend, of Chicago.

Charles E. Bair

Charles E. Bair, a member of the cigar manufacturing firm of C. E. Bair & Sons, well known in Lancaster and vicinity, died recently at his home in Goldsboro, York County, Pa. Mr. Bair was well known throughout this section of the State among the cigar and tobacco fraternity. He is survived by a widow, eight sons and three daughters.

Michael Weiss

Michael Weiss died at his home, 314 East Eighty-seventh Street, New York City, during the past fortnight. He was a retired cigar manufacturer, having been formerly connected with the firm of A. & L. Weiss, of Wall and South Streets, Manhattan. Mr. Weiss was seventy years of age, a member of the Masonic fraternity and unmarried.

Trade Jottings

Metzler Brothers, Dallas, Tex., are experiencing some excellent business on the "C. H. S." cigar.

Increased sales are reported by the Parker-Gordon Cigar Company, of Kansas City, on "El Roi-Tan" and "Class" cigars.

Robbins & Singman, recently opened a factory at 1410 Canost Street, West Side, Denver, Col., for the purpose of manufacturing tobacco.

October 4 has been the date set by the Stickney-Hoelscher Cigar Company, St. Louis, Mo., for removal to their new quarters at 407-409 Olive Street.

"White Rat Cigar Store" is the rather curious name given to the stand at 1600 First Avenue, Seattle, Wash., conducted by Messrs. Bonner & Lindahl.

Repeat orders on "Havana Ribbon," "Cuesta-Rey" and "New Bachelor" cigars are the order of the day in the cigar department of the Walding-Kinnan-Marvin Company, Toledo, O.

A local campaign in charge of a factory representative is planned for Louisville, Ky., shortly on the popular "Havana Ribbon" cigar by Bayuk Brothers Company, the manufacturers.

"S. & G. Havana Smokers" (Gonzalez & Sanchez) going to the retail trade at five cents have been taken on for local distribution by the jobbing house of J. S. Hill & Company, Cincinnati, O.

Satisfactory progress in the plan to increase the distribution of the "Alomino," Porto Rican panetela, manufactured by the Cayey-Caguas Tobacco Company, is reported by Sig Sichel & Company, of Portland, Ore.

Good business on the "Reynaldo," manufactured by Luckett, Luchs & Lipscomb, of Philadelphia, Pa., is reported by H. L. Rogers, in charge of the cigar stand in Woodbury's Cafe, Devonshire Street, Boston, Mass.

Allen & Lewis, Portland, Ore., announce the appointment of a new representative in the person of J. H. Davidson, who will look after the company's interests in Puget Sound and adjacent territory. Mr. Davidson will make his headquarters at Tacoma.

Hirsch & Slager, Memphis, Tenn., local distributors of the well-known "Juan de Fuca" cigar, manufactured in bond by the Morgan Cigar Company, Tampa, Fla., were recently in receipt of a visit from W. W. Roseboro, of the company, in the interests of the brand.

W. S. Lybolt is again in charge of his old cigarette territory, which embraces New York City, New York State and New Jersey. Mr. Lybolt, who represents the American Tobacco Company, was previously in charge of the company's New England district.

"Aurella" cigars in seven sizes have been taken on for distribution by Stroble Brothers, of the Grand Opera House Block, Cincinnati. Prices on the brand which is manufactured by Jose Escalante & Company, of Tampa, Fla., range from ten cents to two-for-a-quarter.

"And the Goblins 'll Git You If You Don't Look Out"

After we had reproduced the verses "Pass a Law," J. W. Berengher, of the firm of Reguera & Berengher, of New Orleans, makers of the rapidly growing "Nena," five-cent cigar, sent us the L'Envoi which we append to the original verse reprinted in this issue.

Mr. Berengher writes that the verses so appealed to him as striking a vital cord in connection with the present fad of a small minority trying to impose their particular opinions and idiosyncrasies upon the majority, that he has forgotten for the nonce the lack of relation between cigar manufacturing and poetry and in the L'Envoi has given a warning to those cities which are so liable to chronic "reformitis."

Cities liable to reform contagion after reading this L'Envoi should be inoculated with an anti-fad serum as a protection.

Pass a Law

Are your neighbors very bad?
Pass a law!
Do they smoke? Do they chew?
Pass a law!
Are they always bothering you?
Don't they do as you would do?
Pass a law!
Are your wages awful low?
Pass a law!
Are the prices much too high?
Do the wife and babies cry
'Cause the turkeys all roost high?
Pass a law!
When M. D. finds new diseases,
Pass a law!
Got the mumps or enfermesis,
Measles, croup or "expertisis"?
Lest we all fly to pieces,
Pass a law!
Are the lights aburning red?
Pass a law!
Paint 'em green, or paint 'em white!
Close up all them places tight!
My! Our town is such a sight!
Pass a law!
No matter what the trouble is,
Pass a law!
Goodness sakes, but ain't it awful!
My! What are we going to do?
Almost anything ain't lawful,
And the Judge is human, too!
Pass a law!

—"Public."

L'Envoi

(By J. W. Berengher.)

Then, when you have passed them all:
Anti-smoke, and anti-chew,
Anti-noise, and prohibition,
'T will be time for a subscription
For a monument—to erect
Where the town once used to be—
Bearing this legend in black
For posterity to see:
"Here lies a poor old city
That was too d—— good to live."

North Adams Cigar Manufacturer to Move

Joseph Gainley, the well-known manufacturer of "Old Joe" and "Forest Park" cigars, of North Adams, Mass., has recently purchased the Andrews property on the west road off Fiske Street, and will transfer his present factory to that location.

TOBACCO INDUSTRY IN CUBA SHOWS RESULT OF ADVERSE CONDITIONS AMONG THE GROWERS

Many Prosperous Towns Hard Hit—Growers Lack Organization and Co-operation—Ultimate Benefit Will Result From Present Conditions

CONSUL HENRY M. WALCOTT, detailed as vice-consul at Havana, has recently written a very interesting report to the "Commerce Reports" on the tobacco industry in Cuba. Through the courtesy of this publication we are able to give our readers an outside opinion on existing conditions in Cuba so far as the tobacco trade is concerned.

The report of the Association of Manufacturers of Cigars and Cigarettes of the Island of Cuba for the fiscal year 1914-15 says:

"The year ending June 30 last, the twenty-eighth of the existence of the association, has truly been a most dreadful one for the tobacco industry of Cuba. The disastrous effects of the war in which the majority of the nations of Europe are involved are reflected even here in the tobacco industry of Cuba, which was already greatly depressed at the beginning of the war. The exportation of cigars and cigarettes for the year referred to was 102,818,692 cigars, valued at $7,269,109, and 42,634,353 packages of cigarettes valued at $366,012, representing a decrease in the value of cigar exports of $5,291,257 and of cigarette exports of $154,448, as compared with the previous fiscal year. The natural result has been such a limitation in the manufacture of tobacco that many factories have been compelled to close entirely, and others have been obliged to cut their forces to the minimum."

Many formerly prosperous towns in the celebrated tobacco districts of Vuelta Abajo and Partido have been in an unfortunate condition during the past year, it being a source of surprise to the average observer that they have been able to exist.

At the outbreak of the European war the Cuban Congress adopted measures—such as the export bounty and maritime insurance against casualties due to the war—which, it was hoped, might in some measure alleviate the situation in the tobacco industry. It was not possible, however, to realize any benefit from the bounty, since the import tariff law of the United States, as well as that of other countries, provides that an additional duty equivalent to the bounty be collected on all imported articles that have been subject to such bounty or grant in the country of their origin. The maritime insurance, it is stated, has not been taken advantage of because of difficulties, which are deemed insurmountable, in connection therewith.

Congress also voted an appropriation of $500,000 for alleviating the condition of the laborers in this industry, and free railroad transportation was provided from the tobacco districts to districts where there was great activity in the planting and harvesting of cane. These measures, while relieving the situation of the people, did nothing to promote the welfare of the industry, and representatives of the Association of Cigar and Cigarette Manufacturers have been very active in urging a new reciprocity treaty with the United States, a modus vivendi with Spain, and treaties with some of the South American Republics, which would provide advantages for the tobacco of Cuba.

It seems, however, that it would be possible for the tobacco growers of Cuba to adopt measures which would be of far greater value to them, and to the manufacturers, than even reductions in foreign tariffs. For instance, if the growers in the various districts would organize upon the same basis as that of agricultural associations in other countries, provide for the selection and grading of their own tobacco, purchase necessary supplies (such as cheesecloth for shade, chemical fertilizers, etc.), and even conduct their own stores, they might effect a saving to themselves of probably not less than 50 per cent. As it is, they are forced to borrow money at exorbitant rates of interest to finance their crops, and to pay excessive prices for all materials and supplies, including store supplies that are usually furnished on credit by the nearest Spanish bodega, or country store, at prices out of all proportion to the value of the merchandise. The result of this system is apparent.

Further, there has been little attempt on the part of the tobacco planter to grow fruits and vegetables for his own use and for feeding his animals. This year there has been a well directed effort on the part of the Cuban Department of Agriculture to instruct and encourage the tobacco planters in growing crops, such as corn, potatoes, and vegetables for his own needs and for the local market. Competent agents have been sent into the tobacco districts with modern farm machinery to instruct the farmers in the best methods of corn culture, vegetable growing, and general farming.

While the adversity of the tobacco grower in Cuba works hardship at present, its ultimate results will probably be for the best, as it will not only tend to force many into other lines of effort, but will bring about better and more economical methods of culture. The tobacco crop will be greatly diminished this year, but the product will undoubtedly be of a superior quality and more economically produced.

The following table compiled by Senor Ramon La Villa, and published in the report of the Association of Manufacturers, shows the production of tobacco in the various districts of Cuba for the years stated. The figures for the present year are not yet available, but it is well known that the crop was greatly reduced.

District.	1910. Bales.	1911. Bales.	1912. Bales.	1913. Bales.	1914. Bales.
Vuelta Abajo	223,292	135,630	182,596	266,928	237,410
Semi-Vuelta	23,794	12,322	24,379	32,896	40,384
Partido	61,060	97,999	89,081	87,149	80,853
Santa Clara	125,347	105,474	273,175	196,968	281,969
Matanzas	725	52	74	192	1,539
Puerto Principe	11	27	17	1,159	906
Santiago de Cuba	7,094	1,691	40,640	23,773	30,032

The table below shows, by values, the production, exportation and consumption of manufactured tobacco for the last 11 years:

Years.	Cigars.	Cigarettes.	Smoking Tobacco.	Total.
Production.				
1904	$21,515,370	$4,630,112	$471,746	$26,617,428
1905	23,337,493	4,313,902	403,593	28,054,937
1906	24,533,072	4,750,294	332,954	29,616,320
1907	22,010,846	5,087,414	284,356	27,382,666
1908	18,942,483	4,753,238	271,164	23,966,887
1909	19,028,430	4,916,907	288,844	24,234,181
1910	19,532,354	5,373,739	284,688	25,090,731
1911	21,072,037	5,482,503	366,237	26,920,777
1912	22,118,599	7,076,532	501,747	29,696,878
1913	22,055,008	6,516,344	442,762	29,014,114
1914	17,626,391	5,574,887	363,408	23,564,686
Exportation.				
1904	14,146,930	461,422	137,750	14,746,102
1905	14,756,854	295,727	143,204	15,195,785
1906	16,687,972	391,082	203,112	17,282,166
1907	13,112,226	449,028	122,822	13,684,976
1908	12,275,041	295,884	131,576	12,702,501
1909	12,471,911	298,161	168,447	12,938,519
1910	11,917,653	360,727	168,029	12,446,409
1911	12,947,861	392,006	245,570	13,585,437
1912	12,696,748	501,817	335,050	13,533,616
1913	12,868,623	562,839	293,121	13,724,583
1914	9,129,661	429,147	210,284	9,769,092
Consumption.				
1904	7,368,640	4,168,690	333,996	11,871,326
1905	8,580,639	4,018,175	260,338	12,859,152
1906	7,845,100	4,359,212	129,842	12,334,155
1907	8,898,619	4,637,487	161,535	13,697,631
1908	6,667,443	4,457,354	139,588	11,264,885
1909	6,556,519	4,618,746	120,397	11,295,662
1910	7,614,701	4,913,012	116,659	12,644,372
1911	8,124,176	5,090,497	120,667	13,335,340
1912	9,421,850	6,574,715	166,697	16,163,262
1913	9,186,386	5,953,505	149,641	15,289,531
1914	8,496,730	5,145,740	153,124	13,795,594

While the foregoing figures represent the actual difference between the production and exportation of manufactured tobacco, it is not a true statement of the actual consumption of the people in Cuba, as it must be remembered that large quantities of cigars and cigarettes are purchased annually by visitors and taken out of the country with them to be consumed abroad. Also, residents of Cuba are in the habit of taking supplies of cigars and cigarettes with them when they go abroad for visits. There is, of course, no record of these exports. Considerable quantities of cigars and cigarettes are also sent to countries other than the United States by mail, of which there is no record. Altogether, it is probable that these exports represent an annual value of more than $1,000,000.

The following table shows the value of exports of leaf and manufactured tobacco in the fiscal years ended June 30, 1914, and 1915:

Classes of Tobacco.	Year Ended June 30, 1914.	Year Ended June 30, 1915.
Leaf Tobacco in Bales	$18,802,542	$14,129,392
Cigars	12,560,366	7,260,109
Cigarettes	520,460	366,012
Smoking Tobacco	282,824	221,137
Total	$32,166,192	$21,976,650

Trade Jottings

Quite a bit of publicity is being given to the "Sensible" cigar by Sternberg & Sons, wholesalers, Memphis, Tenn.

Baker Brothers, Boston, Mass., state that they are oversold on the popular "El Dallo" cigars, manufactured by Wertheimer Brothers, Baltimore, Md.

An aggressive local campaign for greater distribution is now being waged by J. L. Marcero & Company, of Detroit, Mich., on Sig. C. Mayer & Company's five-cent "Dawn" cigar.

"Frat," the new crushed cut tobacco, retailing at five cents in full wrapped packages, was recently introduced to the Boston market by the Patterson Brothers Tobacco Company, of Richmond, Va.

The popular "La Verdad" cigar of Simon Batt & Company, New York, has been taken on for distribution by the Max Jacobson Cigar Company, of St. Louis, Mo. They will carry the brand in eight sizes.

The cigar stand in the Lehrman restaurant, Race Street near Fifth Street, Cincinnati, O., has taken on a full line of "Cuesta-Rey," "Webster" and "Admiration" brands. The deal was accomplished by Straus Brothers & Company, of that city.

One of the selling points made in a recent display of "Van Dyck" cigars by the Jenkinson Company, of Pittsburgh, Pa., was a notice directing attention to the recent award of the Medal of Honor to the "Van Dyck" at the Panama-Pacific Exposition.

The Con Gleason store, Third and Ripley Streets, Davenport, Ia., which recently went into bankruptcy, in the interim being in the hands of William H. Claussen, trustee in bankruptcy, has been taken over by Chris F. Sass, who will hereafter conduct it as "The Theatre Cigar Store."

An attractive catalogue featuring the pipes of William Demuth & Company, special attention being devoted to the popular "Wellington," is one of the "live" aids rendered its salesmen by the Klingenstein Company, of Los Angeles, Cal., to assist in the selling of this well-advertised line of goods.

A New Way of Advertising "Magallanes"

Albert Freeman, the youngest member of the Manila importing house of Sidney J. Freeman & Sons, while enjoying a vacation at Asbury Park, N. J., hit upon the novel scheme shown herewith for awakening an interest in the "Magallanes" brand at the coast resort.

The group (and the music) drew quite a crowd of onlookers and there were many inquiries about the cigar. About 500 of these fine smokes were passed out among the smokers and the call for this brand has increased considerably along the beach front.

Cigar Company Is Remodeling

The United Cigar Stores Company, the new lessees of the building at 213 North Twentieth Street, Birmingham, Ala., are now working out plans for remodeling the structure.

The building formerly occupied by Lacey's Saloon was recently leased to the cigar company, effective October 1st, and it is understood efforts will be made to get the building in shape for beginning business there as soon after that date as possible.

S. J. Brown Plans to Make Douglas Tobacco Market

Notwithstanding the prolonged drought killing the plant beds and reducing the yield, the tobacco crop in the vicinity of Nicholas, Ga., was 800 pounds per acre, and brought $65 per acre. Last year, experimenting with this new industry, three farmers planted eighteen acres, and with a poor stand, received $90 per acre for the crop.

This year 35 farmers planted 235 acres; next year it is expected the area will be 1000 acres. S. J. Brown, the promoter of the work, states that large warehouses for curing, packing and shipping will be built in Douglas, thus bringing wholesale buyers, and establishing a home market. Heretofore the product has been sold in South Carolina.

William W. Cowan was a recent visitor to Cincinnati, O., in the interests of the "Tom Keene" brand of Bondy & Lederer.

Tampa

"Seeing America First" Films to Show Tampa Factories—"Truly Spanish House" Busy With Many Orders—Matthew Berriman Off for New York

Tampa, September 25.

AMERICANS generally, owing to conditions at present prevailing abroad, having been forced to remain at home this year and forego their annual pleasure pilgrimages to the old world countries, have quickly adjusted themselves to conditions, and find that there are unlimited sources of inspiration to be found in seeing their own country, more unfamiliar to them perhaps, than many of the foreign lands. Following closely, the "movie" man has seized his opportunity which is to result in the "Seeing America First" films now in the course of construction. Tampa is to come in for her share of publicity in this enterprise, two rolls of film to be devoted to her interests, one of which will be utilized in showing the complete process of cigar making from the time the tobacco is unloaded from the steamer, until the cigar is handed finally over the counter to the consumer. This film is to be taken in one of the local factories, the Tampa Electric Company having consented to arrange a lighting scene that will assist the photographers to the best advantage.

So successful was the "Made-in-Tampa" week, when the various business houses on Franklin Street extended the use of their windows for the display of Tampa-made products, that it has been decided to make the affair an annual one.

James A. Herring, appraiser for the Port of Tampa, and Collector J. F. C. Griggs, of the Florida district, will attend the conference of collectors and appraisers to be held in New York, October 4 to October 9. Both collectors and appraisers will meet at first in joint session, following which they will adjourn to take up separately different questions relative to importations and the appraisal of imports. It is stated that the matters to be discussed will be of a decidedly important nature, some of them to be of more than passing interest to local manufacturers.

A. F. Lewis, of the American Tobacco Company, was listed among recent visitors. Mr. Lewis is State manager for the American Tobacco Company and makes his headquarters at Jacksonville.

Ramon Alvarez Company are sponsors for an attractively packed brand just recently placed on the market, known as "Tampa Commercial."

Harry Culbreath is now en route on his last trip for the season. It is hardly necessary to state that it will result in some nice orders for V. Guerra, Diaz & Company.

A visit to the factory of Cuesta, Rey & Company revealed the fact that they were never busier than they are now. One might wonder at this state of affairs attributing the phenomenal success of the "Truly Spanish House" to "good luck." Good luck it is, if the same may be accounted for by a product of par excellence and consistent advertising. The two make a combination that is hard to beat.

Decidedly satisfactory business is reported by Perfecto Garcia & Brothers, manufacturers of the "La Amita" cigar.

Matthew W. Berriman, of Berriman Brothers, the manufacturers of the excellent "Jose Vila" brand, left recently for New York City via the Seaboard Air Line.

The Messrs. Boltz, of Boltz, Clymer & Company, returned from Havana recently, following which J. H. Boltz left for Philadelphia.

Perfecto.

Alabama's Anti-Cigarette Bill Defeated

The anti-cigarette bill, introduced in the Legislature of Alabama at the beginning of the present session, was defeated recently by the close vote of 17 to 16. Features which marked the defeat of the measure were the foolish and ridiculous amendments offered, and the inane discussions with which they were supported. Senators took the occasion as an opportunity to display their wit. These were some of the amendments offered:

1. To exempt from the measure those with a hair lip or one leg.

2. To make it a felony for any bull to chew his cud in certain counties.

3. To include within the measure cigars and tobacco in every form.

4. To impose a fine of ten dollars on any parent permitting a child to smoke a cigarette.

Ten other amendments of a similar nature were offered, and the balloting began. The vote stood sixteen to sixteen when Lieutenant Governor Thomas E. Kilby cast the deciding vote which defeated the measure.

A. J. B.

Prohibitive Tax on Coupons in Alabama

According to recent reports from Montgomery, Ala., the new license bill is a hard blow for the coupon companies, as it may prevent them from operating owing to the almost prohibitive fee.

It is regarded as probable that the amount of money which the premium companies will have to pay, and the numerous restrictions placed upon their business, will tempt their retirement from Alabama. The enactment of such measures by the State Legislatures has been fought consistently by the coupon companies, and in many cases the constitutionality of the acts have been carried through the highest courts.

Section III of the license bill requires all companies disposing of trading stamps and all companies offering with purchases certificates redeemable in gifts of value to pay into the State Treasury by January 15, 1916, $1,000; and, in addition, to make suitable bond guaranteeing that on the last day of the year they will make a statement under oath regarding the amount of their business with the provision that if the $1,000 which will have been paid into the Treasury is less than 3 per cent. of their gross business an additional sum will be paid.

Sub-section 2 of Section 11 provides that for the benefit of the several counties of the State all companies engaging in business of any nature in Alabama will pay a sum equivalent to one-half that paid to the State. It is seen, therefore, that stamp and certificate companies, in addition to the payment of $1,000 per annum to the State, will be compelled also to pay $500 to each of the counties into which their business has been extended.

Companies doing business in every county of the State will, in addition to the $1,000 demanded of each of them by the State, pay for the benefit of the counties about $34,000. It is regarded as certain, therefore, that at least cigarette and tobacco companies enclosing in packages certificates will be forced to amend their present and previous mode of business procedure.

New Corporation to Do Business in Worcester

Articles of incorporation have recently been filed by the H. W. Van Hosear Company to deal in confectionery, periodicals, cigars and tobacco, to succeed the business carried on by H. W. Van Hosear at 7 Main Street, Worcester, Mass. The capital stock is $10,000. F. H. Knight is president, H. W. Van Hosear, treasurer.

Cincinnati

Business in Retail Trade Shows Decided Improvement—Salesmen at Shields-Wertheim Factory Studying Campaign for Fall and Holiday Goods—M. Teitelbaum Discontinues Business

Cleveland, O., September 27.

SAM FINEMAN, Canton, O., jobber for "La Saramitas," was in the city the past week placing his holiday order.

One of the smallest and busiest cigar stands in Cleveland is located in the Rose Building lobby and owned by Mrs. M. Herbert. Mrs. Herbert carries one of the most complete stocks of clear Havana and domestic goods to be found anywhere in the city. Mrs. Herbert has made it a point to keep her stock in perfect condition, consequently she has built up a large business which is growing every day.

Mr. Allen, of Pyle & Allen, reports their business is showing a nice increase, especially on their "Bachelor" and "Sanchez & Hayo" lines.

The salesmen of the Shields-Wertheim Company have been in the factory for the past few days maping out a campaign for fall and holiday business. James B. Shields leaves for a tour of inspection in the Middle West. J. C. Leverann has started on his far west trip, to be gone until December 20, while Bert Smith is on his way to Illinois; M. E. Loeb, Pennsylvania and West Virginia; F. P. Shields, Ohio; Dick Cuthbert, W. O. Bolaske and L. B. Shields, city territory. They have set out with a determination to swamp Mr. Wertheim with orders and make him go the limit to keep up.

John Miller, general manager for the J. B. Moos Company, says the demand for "El Yutan" and "La Preferencia" are growing every day.

The J. C. Newman Cigar Company has moved from Woodland and East Ninth to Woodland and East Thirty-eighth Street.

One of the oldest factories in town has discontinued business, M. Tietelbaum. They are disposing of their future stock.

D. O. Haas, of the American Trust Building cigar stand, says business is fine with him. He looks forward to a busy fall and holiday trade.

Charles Shannon, district manager on "Fatima," "Piedmont" and "Favorites," has just finished a campaign on "Fatimas," which showed a good increase in sales. His force has been putting up some attractive thermometers throughout the city. He is starting a large campaign this week on "Piedmonts" which he hopes will be as successful as the one on "Fatima." Mr. Shannon also reports the sales on "Favorites" are steadily increasing in the territory.

Mr. C. Helms, one of the "Fatima" crew on this territory, has gone with M. Mendelson & Son selling "Decisions" in Cincinnati territory.

Trottner Brothers & Ziegler say their business is showing a nice increase every day. The boys have built up a wonderful business for being in business little over a year.

Joe Klein, of Larus Brothers, has just returned from a trip through Michigan, this being new territory for Mr. Klein. He reports he had a very nice business. He expects to do some work in this territory for a few weeks.

In town this week were: Mort Hamer, in the interest of the "Lucia" line; Mr. Dillingham, of J. A. Rigby Company; Anton Kleiner, Lubetsky Brothers & Kleiner, Grand Rapids; Leo Schoeneman, Celestino-Vega; Mr. Lichtig, "Miss Detroit" line; Charles Bock, Bock-Stoffer, Pittsburgh, Pa.

"Dick."

Harry Prochaska Joins Pasbach-Voice Company

HARRY PROCHASKA, son of Morris Prochaska, an old-time cigar man and partner of M. Foster & Company, has recently joined the selling forces of the Pasbach-Voice Lithographing Company. His many friends and acquaintances in the trade will no doubt be glad to learn of this new connection.

Mr. Prochaska was president of the National Lithographic Company until its recent assignment. At the time Mr. Prochaska became connected with the National it was already in difficulties and despite Mr. Prochaska's every effort, the situation was so bad and trade conditions were so unfavorable that he was unable to pull the company through.

Mr. Prochaska has made connections now with a growing firm whose customers find time to comment favorably upon the service and workmanship which characterizes their work.

Can the Tobacco Industry Be Made to Yield More?

That earnest publication, "The New Republic," New York, takes an editorial plunge into the tobacco revenues and suggests that the industry is not doing near so well as it should in supporting the Government.

Its comments are reprinted herewith in full and are worthy of the attention of manufacturers, jobbers and dealers, in fact of the entire trade.

"While the taxation of tobacco is at present one of our richest sources of internal revenue, it is an important question whether it cannot be made to yield even more copiously. France, with a frugal population of forty millions, obtained, in 1914, over $100,000,000 from her tobacco monopoly, while the United States, with a spendthrift population of one hundred millions, obtained a tobacco revenue of $80,000,000. Deduct from the French receipts $40,000,000 for the costs of manufacture and distribution, and the comparison still tells heavily against us. Under the French system each grade of tobacco may be made to produce revenue according to its ability. The low grade cigar may be nine-tenths tobacco, while the high grade cigar may be three-fourths tax. With us the proportions are reversed. The five-cent cigar pays exactly the same tax as the fifty-cent cigar of the same weight. In either case the tax is less than one-third of a cent, and could be doubled without serious prejudice to the smokers or to the State. It is doubtful whether a doubling of the tax would reach many of the consumers. The tax would lessen the margin between the jobbing price and the retail price, and in the end check the immense and unnecessary multiplication of tobacconists' establishments. But let us suppose that the tobacco trade succeeds in shifting the burden to the consumer. If the consumer feels the tax, he can escape its effect by substituting a cheaper grade—if indeed the tobacco trade, in its efforts to shift the tax, does not quietly perform this substitution for him. It is the universal testimony of tobacco users that tobacco utilities are largely determined by use and wont. There is as much bliss in a nine-cent cigar as in one costing ten cents, once you have overcome the disagreeable reactions attendant upon every sort of change. Without the least cost or hardship to any one, the Federal Government could increase its tobacco revenues by thirty or forty millions."

"Pancho Arango" Brand Goes Well

Speaking of his recent trip from New York to New Orleans in conjunction with F. A. Rian, the company's representative, Francisco Arango, of Arango, Villazon Y. Ca., stated that they were delighted with the reception accorded them on the showing of the excellent "Pancho Arango" brand. Mr. Arango expressed himself as being well satisfied with the trip which produced excellent business, especially on some of the finer sizes of the brand.

New Orleans

Louisiana Perique Gets Grand Prize in its Class—"Kings Court" a Hernsheim Nickel Leader—Reguera & Berengher Boosting "Nena" by Unique Method

New Orleans, September 24, 1915.

ROUSSEL, vice-president of the St. James Perique Tobacco Company, of Lutcher, La., brings to New Orleans the gratifying information that a superior jury at the San Francisco Exposition awarded Louisiana perique the grand prize in the tobacco class. Mr. Roussel said that perique was little known to the San Francisco trade before his advent in that city with 7000 samples. These samples went so quickly he was forced to return to Louisiana for a fresh batch.

This year's crop of Louisiana perique is woefully short, Mr. Roussel declares, only about 100,000 pounds being expected, while the average season produces 350,000 pounds. There will be a big advance in prices, however, Mr. Roussel states.

All records for exports through the port of New Orleans for one month were broken in August, and tobacco was principally responsible. There was an increase of $6,000,000 in exports and $2,000,000 in imports. Tobacco showed an increase of the unprecedented total for one month of 10,239,390 pounds over August of last year.

The Hernsheim Company, Ltd., one of the largest independent factories in New Orleans, states that they are achieving great success with their new cardinal size of "Kings Court," nickel cigar, so much so that during the past six months they have added new men and materials to their plant.

The Independent Cigar Store, Carondelet and Poydras Streets, controlled by the Valloft & Dreux Company, is having a fine run on "El Valloft" and "Repeaters," the Celestino Costello brand of five-center. The store is adding a line of holiday pipes.

Teddy Lyons, manager of I. L. Lyons' cigar department, reports that sales on two recently added cigars, the "Charles Denby," by H. Fendrick & Company, Evansville, Ind., and "Pure Food," by the Lebanon Cigar Company, Lebanon, Pa., have far exceeded even his most sanguinary expectations. Pipes are being placed by the Lyons company with retailers in the Gulf States as far as Florida, and this branch of the business has been steadily growing, Mr. Lyons reports.

The United Cigar Stores as a special leader have recently been offering two extra certificates free with "Tuxedo" ten-cent tins.

Mrs. O. Farragut, recently placed by S. M. Dayton to canvass the city trade, is achieving splendid results, according to Mr. Dayton.

Frank Paul, sales manager of H. Tom Cottam & Company, has added Frank G. Farnham to his Mississippi sales forces. Mr. Paul very enthusiastically remarks that every month of 1915 has beat every month of 1914 in the matter of cigar sales.

Max Guiraud, 826 Canal Street, has laid in for the winter trade an exceptionally large stock of pipes. His showcases and display rooms are the handsomest in the city.

Reguera & Berengher, the enterprising makers of "Nenas," have adopted a unique plan of introducing their product to New Orleans smokers. At three prominent cafes a small slip is given with each purchase, whether of cigars and tobacco or not, and at five o'clock every evening a drawing is held. The lucky purchaser is presented with a box of "Nenas"; that is, with a slight string attached to it—that he agrees to pass at least a few of them around to his friends.

The tobacco interests of New Orleans are contributing generously to the success of a campaign for members inaugurated by the Young Men's Branch of the Association of Commerce. Weekly prizes are given to the members bringing in the most applications. This week's prize is a box of "El Mismo" cigars, donated by Juan M. Gonzales, the manufacturer, of Camp Street. A. Jules Benedic, correspondent in New Orleans for "The Tobacco World," recently was elected a member of the Young Men's Branch, and this connection is expected to bring him in closer touch with the tobacco interests of the Crescent City, which are well represented in the organization.

Milton Cohen, of New York City, representing "Loveras," called on the trade at the beginning of the fortnight and had several attractive Christmas novelties with him.

A. J. B.

Tobacco and Cigarettes in Hankow Province

In 1914 the high cigarette import figures of the preceding year were maintained, 552,018 mille passing the Maritime Customs—almost the same amount as 1913 (552,399 mille). They represent mainly second and third qualities, the best grades being smoked almost exclusively by the few thousand foreigners in the district. The British-American Tobacco Company's tobacco-farm experiments for instructing the Chinese in the interior concerning the best means of growing tobacco, mentioned in the annual report for 1913, have been carried on with success, especially in the vicinity of Laohokow in North Hupeh. This naturally lessens the importation of low-grade cigarettes and cheap tobaccos, which can be supplied locally, the British-American Tobacco Company buying up the output at current prices. The most severe competition is from the Japanese, who make cigarettes retailing at a low price.

In 1914, 1,568 mille cigars, valued at $14,939, were imported, a considerable amount less than in 1913, when 6,805 mille, valued at $58,918, passed the Maritime Customs. Notable gains have been made in Philippine brands at the expense of Dutch cigars.

Tobacco, leaf and prepared, fell off in importation from 405,267 pounds, valued at $69,858, in 1913 to 290,267 pounds, valued at $44,440, in 1914. Tobacconists' sundries amounted to $4,630 and consisted mainly of articles for sale to foreign residents.—"Commerce Reports."

American Tobacco Company Opens Premium Station

The American Tobacco Company has recently opened a local premium station at 5 Congress Avenue, New Haven, Conn., under the management of Nat Woodin. The store is well stocked with more than 500 different premiums, and smokers saving these coupons now have an opportunity to avail themselves of the opportunity of redeeming them for exactly what they want.

Would Lift Tobacco Ban at State Reformatory

The superintendent of the New York reformatory for male misdemeanants at New Hampton, Orange County, has suggested to the State Prison Commission an amendment to the law prohibiting the distribution of tobacco to minors, in order to permit such distribution in his institution. Discipline in general is excellent, he reports, and the only infractions of the rules he lays to enforced abstinence from tobacco.

The superintendent points out that most of the inmates remain in the institution only a few months, and the only result of being deprived of tobacco is the wrecking of their nervous systems.

Trade Jottings

A steadily increasing retail business is reported by Reymer Brothers, of Pittsburgh, Pa.

Harvey Vreeland recently called on the trade at Cincinnati with the Benson & Hedges cigarette line.

Listed among recent visitors to Boston, Mass., was William T. Taylor, of the Romeo Y Julieta factory.

Duplicate orders on "44" cigars are reported by the Klauber-Wangenheim Company, of Los Angeles, Cal.

An excellent box trade on "Juan de Fuca" cigars, manufactured by the Morgan Cigar Company, of Tampa, Fla., is being enjoyed by W. H. Dedman, of Portland, Ore.

The Deisel-Wemmer Company's "El Verso" and "San Felice" brands are enjoying an excellent distribution at the hands of the Harnit & Hewitt Company, Toledo, O.

It is rumored that a cigar stand will shortly form one of the attractions of the Childs' restaurant on Fourth Street between Market and Jefferson Streets, Louisville, Ky.

"Perfecto Garcia" cigars are the leaders of Edward Kirsch, who a short time ago acquired the cigar store and stand in the Schiller Building, 54 West Randolph Street, Chicago, Ill.

At a recent luncheon held by the Rotary Club, of Buffalo, Hamilton and Ontario, at the Hotel Statler, Buffalo, the guests were supplied with "Rotary" cigars by R. J. Seidenberg.

Window displays are one of the active features of the campaign being conducted by the William A. Stickney Cigar Company, of St. Louis, Mo., on the popular "First Consul" cigar, manufactured by P. Pohalski & Company.

The Popular "Mi Hogar" cigar of E. P. Cordero & Company was a short time ago taken on for distribution in six sizes by the Brunswick Billiard Parlors at Bellingham, Wash., following a recent visit of Dave Frohlichstein, of the Cordero Company.

The spring of 1916 will witness the opening of W. A. Irvin's third store in Albert Lea, Minn. Mr. Irvin announces that he has been successful in securing a location in a new block now being erected in one of the business sections of Albert Lea.

A premium department for the redemption of tobacco coupons has been added to the retail store of W. G. Paterson at Twenty-second Avenue and Twentieth Street, Birmingham, Ala. The Paterson store will look after the premium business for local and adjacent territory.

Joseph Barrett, formerly identified with the cigar stand in the Iroquois Hotel, Buffalo, has succeeded to the vacancy caused by the severing of connections between Charles J. Hoehn and Harry Peter, who conducts the cigar stand in the Hotel Seneca, Rochester, N. Y. Mr. Barrett becomes first assistant to Mr. Peter, Mr. Hoehn's former position. John Gehrke still remains with Mr. Peter.

The Canadian United Cigar Stores Company, Ltd.

The United Cigar Stores Company, Ltd., of Canada, is planning for an early great extension of its activities—reaching out into new fields and establishing many new stores and agencies. This company, in the few years that it has been in existence, has built up a very successful business and is now the largest distributor of tobacco products in the Dominion.

It owns and operates a chain of 71 stores which are located in the large Canadian cities and towns, 53 of which have been established during the past year. All of them are returning handsome profits. The company's present gross sales are at the rate of $1,500,000 per annum, and are showing a steady and rapid expansion.

The company has an up-to-date, experienced and aggressive management. It controls valuable, exclusive trade privileges not only in Canada, but also in Great Britain, Australia and New Zealand, and it is planning to extend its business into the foreign field, on an extensive scale, at an early date.

Its business has been built up along the same lines as that of the United Cigar Stores of America—which has as is well known, been tremendously successful. It has really only started in on the development that it has planned and its growing possibilities, in the great field open to it, are something enormous.

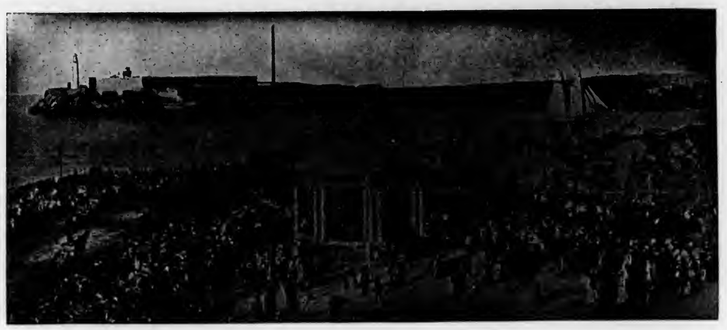
Algerian Brier Roots for Pipe Making

American consular invoices for several years have shown shipments from Algeria of an annual average of $100,000 worth of brierwood to the United States. The British consul at Bone, Algeria, mentions that an industry was established there about four years ago by an American firm for utilizing the roots of the "bruyere," or white-heather bush (Erica arborea). These are cut into the rough forms of tobacco pipes, called "ebauchons" in French, and the quantities sent away amounted to 342 tons, which represent between 5,000,000 and 6,000,000 of the rough forms. To produce this quantity an immense tonnage of roots was required, because very often, owing to cracks and other faults, only one rough pipe is found in a fair-sized root. This industry is an immense advantage to the country, as it tends to remove quantities of brushwood which otherwise are simply a danger to the forests and can only be got rid of at a very great expense. It can, however, only be carried on where water is plentiful, as it is necessary to keep the roots thoroughly damp from the moment they are drawn from the soil until they are cut into the rough forms and boiled. However, seeing the vast district covered with forest, the consul adds that it would appear that there is an opening for capital in the hands of an intelligent young man willing to work.

The United States imported during the fiscal year ended June 30, 1914, a total of $250,385 worth of brierwood, ivy, and laurel root, while during the year just closed—June 30, 1915—the total imports reached $306,892.—"Commerce Reports."

Seattle Retailers to Banquet on Eve of Tobacco Day

The Seattle Retail Cigar Dealers' Association will give a banquet on the evening of Friday, October 15, in observance of National Tobacco Day. The following committee of arrangements has been appointed to take charge of the affair: M. Collins, chairman; Charles Swanson, J. G. Purseley, W. M. McManis and N. E. Nelson. Cigar dealers from Tacoma and other near-by cities will be invited to attend, as well as local jobbers, manufacturers and their salesmen. National Tobacco Day, which will be celebrated on October 16, will be observed by dealers in tobacco and cigars all over the United States, and in many cities special features will be put on in honor of the day.



The Cuban Market

From Our
Exclusive Bureau
Perseverancia No. 8

Havana, Cuba.

Havana, September 23, 1915.

THE movement in our market, during the past fortnight, has been curtailed to quite an extent, which however was owing to the smaller number of Northern buyers in town. As lately we have had more arrivals again, we hope to see more activity before long. Prices have undergone no virtual change, although they remain firm.

Another very important matter is, however, the last decree of our Secretary of the Treasury, which prohibits the circulation of all foreign coinage, excepting the new Cuban and American money, thus demonetizing the Spanish and French gold and silver, after the first of December. Excepting the two provinces of Oriente and Camaguey, where American money has virtually circulated since the first American intervention, the other four provinces still did most of their business in Spanish or French money. It is hard to get perhaps at the exact amount in circulation, as we have heard various estimates ranging from $100,000,000 to $40,000,000. Presuming that the lower figure should come nearest to the actual truth, we should have about $27,000,000 in gold and 13,000,000 silver coins, as excepting the American bills we have no paper money or our own. Cuba has undergone such losses by the issue of Spanish bills, which had been forced upon her by the Spanish Dominion, before the war of liberation, that the majority of the commercial world clings to the gold standard as its saviour. As our Treasury is in no condition to replace the circulating medium in so short a time, by Cuban or American money, it remains to be seen yet what the final outcome may be. In the meantime the retail and country trade seems to be preparing for the coming change, and in several places have already started to make all transactions in legal tender, or having resolved to do so upon October 1st, accepting until November 20th Spanish or French money at the rates fixed by the banks.

Exchange on New York has risen to 110⅜ per cent. for commercial drafts, and our banks sell checks on New York at 110¾ per cent.

Our Association of Leaf Dealers, Packers and Growers of Tobacco of the Island of Cuba, has so far taken no action in this matter yet, as a committee is still studying the question, whether it would be more advisable to make the change before the 1st of December, or wait quietly until that date. It strikes us as more prudent to take the latter course, as in that case it would give the American buyers a chance to come here, make their purchases, and have the advantage of the high rate of exchange.

Considering that we have had only very few buyers, during the past fortnight, the operations have been fair enough, particularly as there was an absence of large purchasers from the United States. There has been also some demand for the low grades of the new Remedios crop for Europe, the North Coast of Africa, and on the part of our local cigarette manufacturers. As the Tampa factories seem to work stronger again, there is a better demand from this quarter.

Sales during the past two weeks totaled 8373 bales, which divided represented: Vuelta Abajo and Semi Vuelta, 3810; Partido, 482, and Remedios, 4081 bales.

Buyers were: Americans, 5996; exporters to Europe, 927; shippers to South America, 105; to the North Coast of Africa, 479, and our local manufacturers of cigars and cigarettes, 886 bales.

Receipts of Leaf Tobacco From the Country

For two weeks ending Sept. 16, 1915.			Since Jan. 1, 1915.	
Vuelta Abajo	9,390	bales	94,520	bales
Semi-Vuelta	1,518	"	12,351	"
Partido	1,006	"	11,531	"
Remedios	11,504	"	103,039	"
Oriente	81	"	7,993	"
Total	23,499	"	229,434	"

Exports of leaf tobacco, from the port of Havana, from September 2 to September 15, 1915, totaled 10,267 bales, which were distributed as follows, viz.: To all ports of the United States, 7828; to Canada, 532; to France, 1078; to England, 30; to Denmark, 207; to the Canary Islands, 8; to Oran, 479; to the Argentine Republic, 70, and to Chile, 35 bales.

Buyers of Leaf Tobacco That Come and Go

Arrivals—From New York: Marcelino Perez, of Marcelino Perez & Company; Manuel Rodriguez, of Manuel Rodriguez; Joseph Frankfort, of Calero & Company; Richard Sichel, of B. Rosenbluth, and Maximilian Stern, of Maximilian Stern.

From Tampa: Delfin Rodriguez, of Salvador Rodriguez; Matt Berriman and Jose Cosio, of Berriman Brothers, and Celestino Vega, of Celestino Vega & Company.

From Chicago: Benjamin Rothschild, of Rothschild Sons & Company, and Julius Fernbach, of Julius Fernbach & Company.

From Baltimore: Joseph Perlman, of Joseph Perlman & Company.

Departures—To New York: Henry Oppenheimer and Dionisio Hevia.

To Tampa: Delfin Rodriguez, Matt Berriman, Jose Cosio and H. Boltz.

To Chicago: Mike Friedman and Abraham Kerr.

To Baltimore: Joseph Perlman.

To Spain: Agustin Quesada.

Cigars

Our cigar manufacturers were shocked during the past fortnight when one of the largest London importers cancelled, or at least suspended, their pending orders here, and as a natural consequence quite a number of cigarmakers were laid off again. Fortunately not all of the other English importers had followed suit, as otherwise it might have created a very serious situation, as Great Britain continues to be our stronghold for our exports of cigars. There is no doubt that the duties on account of the horrible European war will have to be raised; the question is only to what extent? As the British Parliament is in session now, and generally acts very quickly in all changes of the tariff, we ought to know the result perhaps this or next week. The latest cable news speaks of a possible raise of fifty per cent. on the present rates, and if confirmed later on it might be a serious blow, particularly on the lower priced sizes.

Business with the United States is far from satisfactory, because while there is a slight improvement in the orders, nevertheless it is a good ways off, from what our manufacturers had expected it should be at this season of the year, when there ought to be an abundance of orders for the coming holidays. Canada remains very backward in sending us orders. The only rift in the dark clouds hovering over the horizon comes from the South American republics, where the financial crisis seems to be giving way to a more prosperous condition, and which is helping the demand for our cigars.

Partagas speaks cheeringly about the outlook for the future, as the call for Partagas cigars is on the increase in nearly all directions, excepting England, at the moment. Mr. Robert E. Lane is particularly successful in sending orders from the United States.

Romeo y Julieta had no special news to give to us, although stating that considering the times it was busy enough.

H. Upmann is working normally with the same number of cigarmakers as heretofore and orders are arriving regularly.

Por Larranaga is doing well in shipping goods to the United States, and also to the United Kingdom, as its orders had not been suspended.

Sol and La Devesa de Murias are enjoying a fair call for its cigars.

Leaf Tobacco

Jose C. Puente & Company were large sellers during the past fortnight, having closed transactions amounting to 1215 blaes of Vuelta Abajo, Partido and Remedios leaf.

Leslie Pantin was again the most important of our leaf buyers for account of his customers, having secured 1100 bales of all kinds of tobacco.

Herrera, Calmet & Company disposed of 775 bales of Remedios, from their holdings, during the past fortnight.

Cuesta, Rey & Company added 1050 bales of old Vuelta Abajo and some new Partido to their already large stocks during the presence of Don Angel Cuesta in town. The latter intends to return to Tampa next Saturday, the 25th inst.

The firm of Gonzalez & Benitez is not going to liquidate or dissolve until its business contract should terminate next June, and so far they have not thought of making any change. (We publish this by their request.)

Rodriguez, Menendez & Company closed sales amounting to 700 bales of Vuelta Abajo.

J. F. Berndes & Company purchased 720 bales of leaf in the last two weeks.

Camejo & La Paz sold 540 bales of Vuelta Abajo to their customers.

Joseph Perlman secured 595 bales of leaf during his stay in town.

Jose F. Rocha was a seller of 278 bales of leaf, of all kinds, in the past fortnight.

The E. H. Gato Cigar Company bought 320 bales of fine vegas, for their Key West factory, which we learned is working quite strong on holiday orders.

I. Kaffenburgh & Sons disposed of 210 bales of their new Remedios packings.

Shippers above 200 bales of leaf, from the port of Havana, during the last three weeks were: Virgilio Suarez, 2186 bales; J. F. Berndes & Company, 1100 bales; Leslie Pantin, 1029 bales; J. Bernheim & Son, 929 bales; Menendez & Company, 901 bales; Cuban Land and Leaf Tobacco Company, 760 bales; Manuel Suarez, 752 bales; Mark A. Pollack, 698 bales; I. Kaffenburgh & Sons, 579 bales; Walter Sutter & Company, 402 bales; H. Upmann & Company, 376 bales; Maximilian Stern, 349 bales; Manuel A. Suarez & Company, 333 bales; Sucesores de Juan Lopez, 329 bales; E. H. Gato Cigar Company, 320 bales; Adolfo Moeller, 207 bales.

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Hungarian Tobacco Monopoly

In Hungary the production, manufacture, and sale of tobacco are controlled by the Government, the tobacco monopoly being an important source of revenue.

The duty per kilo (2.2046 pounds) on manufactured tobacco imported into Hungary is 1.25 crowns ($0.25). This rate applies to all countries and is the same for chewing and smoking tobacco.

The total importation of tobacco in 1912 amounted to 19,000 double zentners (10,780,000 pounds), valued approximately at 15,000,000 crowns ($3,024,193), and in 1913 to 67,000 double zentners (14,740,000 pounds), valued at about 17,000,000 crowns ($34,272,177). No American tobacco was imported in 1913, and in 1912 the imports amounted to only 1,300 kilos (2,860 pounds).

There is no internal revenue tax, as such, assessed on tobacco, but in order to import manufactured tobacco into Hungary a license must be obtained from the Government. In the petition for the license the amount to be imported must be stated and fees must be paid as follows: 35 crowns ($7.10) for 1 kilo (2.2046 pounds) of cigars, 60 crowns ($12.18) for 1 kilo of cigarettes, and 30 crowns ($6.09) for 1 kilo of pipe tobacco. American tobacco is used in Hungary chiefly for pipes, less often in the form of cigars, and hardly ever as cigarettes.

Tobacco is used for smoking in Hungary, but rarely for chewing. The cigar is most popular; next comes the cigarette, and finally pipe tobacco. This last is cut in long narrow strips and packed in paper pouches and tin cans.

The Government has 22 tobacco factories in the country, which produced in 1913 goods valued at 172,000,000 crowns ($34,677,418).

Under prevailing conditions it is not possible for private firms to manufacture tobacco in Hungary. American firms interested in supplying the unfinished product to the Hungarian Government should apply to its American agents, Kremelberg & Company, New York, and L. Borschers & Company, Richmond, Va.—"Commerce Reports."

"Sweet Caporals" in Ovals

A favorable reception is reported by dealers on the new oval packing now being put on the market by the American Tobacco Company on the well-known "Sweet Caporal" cigarettes.

San Francisco

September Business Remains Satisfactory—Preparations Going On for National Cigar and Tobacco Day—Jorge Leon a Recent Exposition Visitor

San Francisco, September 20, 1915.

SEPTEMBER is turning out a good month on the whole for the Pacific Coast trade. While business in the larger cities is not unduly large for this time of the year, it is better than it was earlier in the summer and is considered as promising for the future. In the country the passing of the very hot weather of a few weeks ago and the close of harvesting in a number of lines have brought about a decided change for the better in the hot interior valleys of the three Coast States. As a result San Francisco wholesalers are doing better, as are also the traveling representatives of a number of Eastern manufacturers who have recently covered the Coast. San Francisco jobbers are also getting a good number of orders from outside cigar men who came to the city primarily to see the Exposition, but who also place orders while here. Collections are still rather slow, but are certainly no worse than they have been, and in some cases undoubtedly better.

September has been a splendid month with the cigar and tobacco concessions at the Exposition. To date the month has been the best in Exposition attendance since the Exposition opened, due in part to the number of holidays in the earlier part of the month and to the special attractions offered by the Exposition authorities.

The preparations for the San Francisco celebration of National Cigar and Tobacco Day are being continued right along. The Committee of Ways and Means is keeping busy along the lines previously indicated. This week the members of the committee are doing a little extra work in the raising of funds to meet the expenses of the parade and other features planned for the day.

H. H. Manley is keeping the trail hot. Early in the month he rounded up his connections in the States of Oregon and Washington, and now he is visiting the trade in Sacramento and in other cities in the interior of California. He reports that everywhere he finds trade looking better. In this territory he is making good progress with the "Chancellor" line, distributed locally by H. L. Judell & Company.

Michalitschke Brothers & Company, of San Francisco, are now expecting the first shipments of the new shade-grown "Alexander Humboldt" cigars, which they will distribute in northern and central California. Arthur Meyer, Western representative of Bustillo Brothers & Diaz, the makers of "Alexander Humboldts," has returned from an extended trip through the Northern Pacific Coast and Rocky Mountain States. He reports that the feeling in the trade of that section is decidedly better than it was earlier in the year.

A. Herman, of Chicago, has been visiting the Exposition and other San Francisco features this week.

Herman M. Roth, a cigar man of Los Angeles, died there a few days ago. The Kearny Street cigar business of William McAllister has been bought out by Jean Laclergue.

Jorge Leon, president of the San Martin & Leon Company, of Tampa, who spent the first part of September in San Francisco visiting with George Webb, his local representative, and viewing the Exposition, is now in Seattle, Wash., on the last lap of his Pacific Coast tour. From Seattle Mr. Leon will return East via Denver.

D. I. Nichols has bought out the retail cigar business of L. A. Guerener, of Sonora, Cal.

E. J. Dillon, of Prescott, Ariz., has bought out the interest of his partner, H. H. Jones in the retail cigar business of Dillon & Jones, of that place.

The wholesale business of the Pacific Coast has recently been undergoing some changes of considerable moment. The most important of these is probably the change in the cash discount rate from three to two per cent. In this M. A. Gunst & Company were the pioneers, having put the new rate into vogue in their wholesale stores some weeks ago. They have since been followed by wholesalers in Seattle, Portland and Los Angeles, the San Francisco trade, aside from M. A. Gunst & Company, having not yet decided to put the new two per cent. rate into practice.

Don R. Lewis, of Salt Lake, Utah, has been in San Francisco this week, spending most of his time at the Exposition.

Mr. Falkenstein, one of the selling force of S. Bachman & Company, San Francisco wholesalers, has returned this week from his regular vacation, which was spent in the mountains of Santa Cruz County.

William Bercovich, a cigar jobber of Sacramento, Cal., spent the greater part of last week in San Francisco, visiting old friends and looking over the big Exposition. Mr. Bercovich was formerly connected with the wholesale trade in this city.

B. F. Burrows, California agent for the Jose Lovera lines of cigars, is doing his regular business with the regular increase on the "Bandero" line of five-cent Havana cigars. Major Burrows says that the outlook for the fall business on "Banderos" is better than ever.

Alfred I. Esberg and David G. Evans, of the United Cigar Manufacturers Company of New York, spent the first part of September in San Francisco, visiting with M. A. Gunst & Company. Before leaving for the East they were treated to an enjoyable banquet by the Gunst Managers' Association. Mr. Evans has since left for a visit to the Northern branches of M. A. Gunst & Company.

R. S. Drew has bought out the Gardner retail stand in Los Angeles, Cal.

O. E. Hollinberg has sold his cigar business in San Francisco to H. G. Davis.

The W. R. Irby branch of the Liggett & Myers Tobacco Company will establish a tobacco booth at the Charity Hospital, International Fair Grounds, Heinemann Park, during the coming week. It will be stocked with "Fatima," "King Bee," "Picayune" and other L. & M. products. Under an announcement by F. D. Peyronnin, Jr., manager of the Liggett & Myers Company, who will also have charge of the booth, all proceeds will be turned over to the Charity Hospital fund.

A. P. J. Segassie, who for seventeen years has conducted a cigar store at Carondelet and Common Streets, is retiring from business and has offered his fixtures for sale. Abadie & Le Couer, of the Gem Cafe, will take over the long-established stand.

A carton of "Oasis" cigarettes, donated by the W. R. Irby branch of Liggett & Myers, was the newest prize offered to spur on enthusiasm in the campaign for members being conducted by the Young Men's Branch of the Association of Commerce.

Muskegon Drug Store Bought By Sanford

After acting as manager for the West drug stores in Grand Rapids, Mich., for the past nine years, H. I. Sanford has purchased the Brundage wholesale and retail drug business in Muskegon. Although the deal has been consummated, the new owner will remain for a short time before assuming the new business.

The new holdings of Sanford are among the leading of Muskegon, while the Grand Rapids man is one of the most expert druggists of Michigan.

"Palmy Days" Smoking Tobacco Display in Scranton

This display of "Palmy Days" smoking tobacco recently appeared in the windows of the store of Hine & Myers, Scranton, Pa., who job this brand in that territory for the manufacturer, L. Warnick Brown, of Utica, N. Y.

Warehouse at Glencoe

Lexington tobacco warehouse men, in conjunction with a number of Gallatin County capitalists, have incorporated at Warsaw, Ky., the Glencoe Tobacco Warehouse Company, of Glencoe, Ky., with a capital stock of $25,000, and will immediately begin the erection of a mammoth tobacco warehouse, the first in that section of the State, which is expected to be completed and ready for business by November 15th.

The Lexington warehouse men interested in the company are J. Waller Rodes, L. M. Land, W. F. Land and Luther M. Land, while O. P. Martin, M. H. Richards, C. P. Gullon and other Gallatin County citizens are also stockholders. The officers chosen for the management of the new company are L. M. Land, president; J. Waller Rodes, vice-president; O. P. Martin, secretary; W. F. Land, treasurer, and M. H. Richards, assistant treasurer.

Boyce Cigar Company to Manufacture "Trimount" Brand

Announcement is made that hereafter the "Trimount" cigar will be manufactured by the Boyce Cigar Company, of Boston, Mass. It will be remembered that pending the adjustment of the recent financial difficulties of Benet & Company, the original manufacturers, that the Boyce Company continued the manufacturing of the brand temporarily. They have since bought out the Benet Company and secured the full rights to the manufacture of the "Trimount."

Good Prospect for Greek Tobacco Crop

Tobacco growers anticipate a crop for 1915 superior in quality and quantity to that of 1914. According to an article recently published, the Macedonian yield is expected to equal that of 1914, while in the Phthiotis-Phocis districts indications point to an increase of 20 to 30 per cent. Larissa is said to have a crop 15 per cent. larger than that of the past season, and the Argolis-Corinth provinces promise an increase of 30 per cent. The average increase would seem to be not far from 15 per cent., when all districts are taken into consideration.

The figures for the tobacco crop for 1914 have just been given out in an annual report of the Ministry of National Economy. Reduced to English equivalents, they are given below.

Province	Acreage	Pounds
Thessaly and Arta	13,308	12,524,600
Mainland of Greece	14,372	9,889,357
Peloponessus	6,177	4,655,474
Cyclades and Euboca	742	55,874
Ionian Isles	247.1	169,290
Macedonia	38,300	34,916,600
Epirus	790.7	434,511
Aegean Isles	5,930	4,232,250
Crete	494.2	310,365

As the tobacco crop in Greece matures in September-October, the tobacco year coincides with the calendar year. —"Commerce Reports."

THE CHILEAN MARKET FOR TOBACCO

A Pronounced Cigarette-Smoking Country—English Have Lead with Pipe Tobaccos and Cigarettes—German and Cuban Cigars are Preferred

CHILEAN manufacture of tobacco (using principally native raw material) has increased very rapidly in recent years. In 1913 there were in Chile 192 tobacco factories, 59 of which were in Valparaiso and 61 in Santiago. One hundred and twenty-nine of these were under Chilean ownership and 63 were the property of foreigners.

Raw material used by them to the amount of $435,656 in United States currency was raised in this country, and an additional $65,405 worth was imported. The imported raw material includes cigarette paper. The total value of the production of these factories for the year was $3,338,807. One thousand nine hundred and sixty persons were employed in the manufacture of tobacco in 1913.

The motive power used in these factories is stated as follows: One steam, 6 horsepower; 9 gas, 92 horsepower; 1 hydraulic, 20 horsepower; 50 electric, 230 horsepower; 2 kerosene, 7 horsepower. It is understood that the term factory as used in this connection includes even shops employing only a small number of workmen.

The product of these factories is almost exclusively cigarettes. Cheap varieties of cigars are also made and a small amount of leaf cuttings is put up in packages for pipe smoking.

The size of the import market for leaf tobacco and manufactures of tobacco may be judged from the following statistics for 1913:

Countries.	Cigarettes. Lbs.	Cigarettes. Val.	Cigars. Lbs.	Cigars. Val.	Leaf Tobacco. Lbs.	Leaf Tobacco. Val.	Cut Tobacco. Lbs.	Cut Tobacco. Val.
Algiers	2,789	$5,541						
Argentina	159	315	11	$18	2,185	$1,085		
Austria-Hungary	123	245					220	$128
Belgium	25,097	49,862	3,045	5,041			11,173	6,474
Brazil					2,877	1,429		
China			22	36			326	189
Cuba	24,286	48,250	36,854	61,007	131,548	65,339	22,297	12,921
Ecuador	20	39			1,726	857		
Egypt	1,486	2,952						
France	27,119	53,878	3,640	6,026	741	368	14,850	8,605
Germany	9,217	18,312	8,305	13,750	11,224	5,625	2,118	1,221
Great Britain	19,923	39,582	3,325	5,504	871	433	11,164	6,469
Holland			573	949				
Italy	851	1,691	7,553	12,505				
Japan			84	139			190	110
México			82	135				
Panama	1,203	2,389	3,494	5,782	732	364	2,707	1,569
Peru	1,197	2,378	88	146				
Spain	364	722					128	74
Turkey	459	911			417	207		
United States	888	1,765	547	905	3,741	1,858	6,292	3,646
Uruguay					700	348		
Total	115,181	229,032	67,623	111,943	156,762	77,913	71,465	41,406

Customs duties on tobacco are:

Cigarettes—Including weight of the container, with the exception of the cases or boxes of wood and metal, 9 gold pesos ($3.29) for each kilo on a valuation of 12 gold pesos ($4.38) per kilo of 2.2046 pounds.

Cigars—Six gold pesos ($2.19) for each kilo (net weight) on a valuation of 10 gold pesos ($3.65) per kilo.

Snuff—Five gold pesos ($1.33) for each kilo on a valuation of 5 gold pesos ($1.33) per kilo.

Tobacco (leaf)—2.60 gold pesos ($0.95) for each kilo on a valuation of 3 gold pesos ($1.10) per kilo.

Tobacco (cut)—Four gold pesos ($1.46) for each kilo on a valuation of 3.50 gold pesos ($1.28) per kilo.

All merchandise paying a specific duty adds 10 per cent., except sugar and flour.

Internal revenue duties (law of 1913) are:

Cigars—Imported and sold in sealed boxes: One peso ($0.16) for each 25 cigars or fraction thereof.

Imported: Ten centavos ($0.016) each one.

Manufactured in Chile: Five centavos ($0.008) each one.

Little, in boxes or packages: Two centavos ($0.0032) each one.

Cigarettes—Imported in packages: Ten centavos ($0.016) each package.

Manufactured in Chile: Five centavos ($0.008) each package.

Tobacco (cut)—Five centavos ($0.008) for each package of 25 grams (0.88175 ounces avoirdupois).

It is understood that packages are not to contain more than 14 cigarettes nor to exceed 25 grams (0.88175 ounces avoirdupois) in weight. Fractions in excess pay as full value.

It is prohibited to sell cigarettes without stamps corresponding to contents. It is prohibited to sell cigarettes loose or in bulk.

The pipe tobaccos are principally English. Some of the brands on sale, with retail prices in United States currency, are: English—Capstan, $0.65 per half-pound tin; Black Cat, $0.75 per half-pound tin; Craven Mixture, $1 per half-pound tin; John Cotton, $1 per half-pound tin; Glasgow Mixture, $1 per half-pound tin; Players Mixture, $0.70 per half-pound tin. American—Old English (curve cut), $0.75 per half-pound tin; Bull Durham, $0.26 per one and three-fifth-ounce sack; Gail and Ax, $0.26 per two-ounce package.

The English tobaccos are all packed in air-tight, sealed tins. The Old English curve cut of the British-American Tobacco Company is also packed in a sealed tin. The Bull Durham and the Gail and Ax tobaccos are packed in a cotton sack and paper package, respectively.

As a very large proportion of the pipe-smoking public in Chile is either British in nationality or by extraction, it would undoubtedly be a difficult matter to obtain any considerable sale for American pipe tobacco in this market.

Practically all well-known brands of English-made cigarettes are on sale here, as well as French, Italian, Cuban, Turkish and Egyptian cigarettes.

The more expensive cigarettes are packed in tin boxes of 100 each or in small cardboard boxes containing 10 or 12. Some of the English cigarettes (notably those of W. D. & H. O. Wills) are put up in round sealed tins similar to the quarter-pound Capstan tins. These are also sold in paper packages of 10.

The climate of Chile is not detrimental to cigarettes, but for shipment to this country they should be well packed to withstand the long sea voyage. An excellent form of packing is that used for the Abdulla cigarette, in which sufficient packages to make up 1000 cigarettes are incased in a hermetically sealed tin box. This prevents loss of flavor in transit or storage and makes a conveniently sized lot for wholesale distribution.

Chile is very pronouncedly a cigarette-smoking country, and, while a large percentage of the population demands the black Cuban type, there is a steady market of good proportions for such types as Turkish, Egyptian, Maryland, Virginia, etc. There is a particularly good market now that it is difficult to obtain the lighter types of cigarettes that formerly came from the countries now at war.

With respect to cigars, Cuban and Mexican are preferred. The German cigars heretofore imported probably went directly to the large resident German colony, as did the Italian "Toscani" and "Virginia."

Any effort to extend the sale in Chile of American-made tobacco, cigars, or cigarettes would require the institution of an advertising campaign to insure a successful result.

(Lists of tobacco importers at Valparaiso, of general importers in Chile, and of Chilean manufacturers and dealers in tobacco may be obtained from the Bureau of Foreign and Domestic Commerce or its branch offices. Refer to file No. 65236.)—"Commerce Reports."

THE TOBACCO WORLD REGISTRATION BUREAU

The Tobacco World, established in 1881, has maintained a Bureau for the purpose of Registering and Publishing claims of the adoption of Trade-Marks and Brands for Cigars, Cigarettes, Smoking and Chewing Tobacco, and Snuff. All Trade-Marks to be registered and published should be addressed to The Tobacco World Corporation, 236 Chestnut Street, Philadelphia.

One Dollar for each title must accompany all applications. In case title or titles cannot be registered owing to prior registration, same will be returned immediately, less our usual charge for searching and return postage, or it will be credited if desired.

☞ **Positively no responsibility assumed for errors, duplications or any controversies which might arise. We will not under any circumstances act in a legal capacity in cases concerning disputed titles. We maintain a bureau of records only.**

REGISTRATIONS.

KENNARD CLUB:—31,145. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. September 13, 1915. Pasbach-Voice Litho Co., New York, N. Y.

SAGOLE:—31,146. For cigars, cigarettes, cheroots. September 13, 1915. Benensohn & Co., Chicago, Ill.

NATIONAL PEACE:—31,147. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. September 13, 1915. Schmidt & Co., New York, N. Y.

BLACKNEY'S WINNER:—31,148. For cigars, cigarettes and tobacco. September 14, 1915. John P. Snader, Akron, Pa.

FLOR DE LUWALLA:—31,149. For cigars. September 14, 1915. L. Wallach, New York, N. Y.

SILVERTOWN:—31,150. For cigars, cigarettes and tobacco. September 15, 1915. The Mohawk Supply Co., Buffalo, N. Y.

$1000 GUARANTEED HAVANAS:—31,151. For cigars. September 16, 1915. Gus. Neuwahl, Altoona, Pa.

BLUM'S ARBITRATION:—31,152. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. September 16, 1915. Pasbach-Voice Litho Co., New York, N. Y.

GWIAZDA:—31,153. For cigars. September 17, 1915. Antonio Piatek, Philadelphia, Pa.

NOW:—31,154. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. September 17, 1915. Cuban Cigar Co., Cincinnati, Ohio.

HAYNER IMPERIALS:—31,155. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. September 21, 1915. H. Anton Bock, New York, N. Y.

BETTY FAIRFAX:—31,156. For cigars. September 21, 1915. John Fleck, Dayton, Ohio.

BROADWAY WONDERS:—31,157. For cigars, stogies and tobacco. September 22, 1915. T. H. Perry Co., Detroit, Mich. (Re-registration.)

BOYLSTON SMOKERS:—31,158. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. September 23, 1915. D. Friedland, Boston, Mass.

WILBUR SMOKERS:—31,159. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. September 23, 1915. D. Friedland, Boston, Mass.

COOK'S SMOKERS:—31,160. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. September 23, 1915. D. Friedland, Boston, Mass.

BRAINS:—31,161. For cigars. September 23, 1915. Julius Heimerdinger, Kansas City, Mo.

SET FIRE:—31,162. For cigars. September 24, 1915. McKee & Potter, Ottumwa, Iowa.

EL PROSITO:—31,163. For cigars. September 24, 1915. Carroll Cigar Co., Manchester, Md.

O. R. E.:—31,164. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. September 24, 1915. La Poppea Cigar Co., Los Angeles, Cal.

LA ROSA VILLA:—31,165. For cigars, cigarettes, cheroots. September 25, 1915. Krueger & Braun, New York, N. Y. (Re-registration.)

TRANSFER.

BROADWAY WONDERS:—31,157. For cigars, stogies and tobacco. Transferred September 22, 1915, to Max Stark, Detroit, Mich., by T. H. Perry Co., Detroit, Mich.

CANCELLATION.

DIAMOND J.:—31,091. For cigars. Registered August 9, 1915, by Jos. H. Sprenger, Peoria, Ill. Cancelled September 16, 1915.

A. F. Rhineholt Opens Third Store

A. F. Rhineholt, who conducts cigar stores at Eighth Street and Baltimore Avenue and Twelfth and Troost Avenue, Kansas City, recently opened his third store in that city. The new stand is located in the Graphic Arts Building at Tenth and Wyandotte Streets. Mr. Rhineholt carries all the popular lines in cigars, cigarettes, etc.

Leaf Tobacco Notes

KENTUCKY

Mt. Sterling, Ky.

Indications are much brighter this week in the Burley tobacco district than they have been for the past ten days. The weather conditions have been more favorable, as the ground has been dry and the nights have been cool. Tobacco cut and housed this week is in the very best possible condition, and the crop that has heretofore been housed under favorable conditions and under which fires were used, is also curing nicely and showing much color.

Growers made a serious blunder by starting their cutting when the weed was too green, and also housing the tobacco when it was wet and damp. This action caused much houseburn and hundreds of acres were injured, and in some places destroyed completely.

The crop has grown out of all anticipation, causing growers to have to look for barn room, and many new bensts and sheds have been rushed to completion in order to take care of the increased production.

Investigations made the past week throughout the Burley belt by representatives of leading factories of the country have proven conclusively that the crop as a whole is one of the best ever grown, and if growers would be careful in the handling of the crop there will be a large per cent. of cigarette leaf, which is so much in demand, and which was a scarce article in the crop of 1914.

The tobacco is weighing very heavy and large yields are looked for, many growers claiming that their crops would make yields of 2,200 to 2,500 pounds per acre. A large per cent. of the crop has already cured out, and quite a number of growers in Central Kentucky are only waiting for a good season to begin the stripping process.

The housing of the weed still continues and, should next week be an open one, practically the entire crop will be under cover.

The loose leaf market will open about December 1, and three new warehouses in Clark, Bourbon and Bracken Counties will be strong bidders for patronage.

Notice

Notice is hereby given that all rights to the title "Rose of Cuba," originally published and copyrighted in 1888 by Krueger & Braun, and later transferred to the Krueger Lithographic Company, and later transferred to Wm. Steiner, Sons & Company, are hereby transferred to the Fleck Cigar Company, Reading, Pa., by Wm. Steiner, Sons & Company, New York, N. Y., this twenty-fourth day of September, nineteen hundred and fifteen.

BUSINESS OPPORTUNITIES

For Sale, Wanted and Special Notices

RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

Special Notices.

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MANUFACTURERS OF HIGH GRADE STOGIES,
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HIGHEST GRADE OF WHEELING STOGIES—That will please the most exacting smoker, are made by C. A. Kase, Seventh and Main Streets, Wheeling, W. Va.; Factory 23; Established 1895.

Wanted.

ADLER & MYERSON, INC.,
Buyers of Cuttings, Scraps and Siftings,
332 East Forty-eighth Street, New York City.

WANTED—Cuttings, Scraps, Tucks, Siftings and Dust. Any quantity. Cash on arrival. Aetna Tobacco Company, 428-430 East 106th Street, New York.

WANTED—Salesman to sell choice Lancaster County B's in extreme West and Northwest, on good commission basis. Good references required. Address, "Packer," Box 19, Marietta, Pa.

WANTED—By a salesman working the jobbers in South Carolina and Georgia, a good three-for-five-cent cigar; also a two-for-five-cent, and a good domestic and Havana five-cent cigar, on commission basis. All I want is a trial. Address, Salesman, P. O. Box 565, Augusta, Ga.

IMPORTANT NOTICE TO CIGARETTE MANUFACTURERS—We manufacture cigarettes for the trade; we also supply tobacco boxes and labels 25 per cent. cheaper than elsewhere. Brands registered. Write for particulars. Live distributors wanted. The Soter Company, 235 Canal Street, New York City.

Help Wanted.

EXPERIENCED DECORATOR will arrange for displays in cigar store windows in Philadelphia. Box 888, "Tobacco World."

For Sale.

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 E. 78th St., New York. 9-1-tf

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

FOR SALE—Cigar and Cheroot factory, fully equipped. Can be bought reasonable. Building included in sale or can be leased for a long period. Ohio Cigar Company, Springfield, Ohio.

Situation Wanted.

POSITION WANTED—Experienced tobacco expert seeks position as Packer, Buyer or Selling Agent. Best references furnished. Address "Tobacco Expert," Box 753, New Milford, Conn.

Patents of Interest to Tobacconists

Self-lighter for Cigars, No. 1,153,419. William C. Birmeley, Paton, Ia. September 14, 1915.

Smoking Pipe, No. 1,153,771. Leopold Demuth, New York, N. Y. September 14, 1915.

Mouthpiece for Cigarettes, No. 1,153,574. Joaquin Rovira, Minz, and H. Ahrle, Frankfort-on-the-Main, Germany, said Ahrle, assignor to said Rovira. September 14, 1915.

Cigar Cutter, No. 1,154,158. Cord Asendorf, Jr., Savannah, Ga. September 21, 1915.

Cigarette Container, No. 1,154,589. Meyer Wolf, New York, N. Y. September 21, 1915.

Tobacco-Stemming Machine, No. 1,153,962. James P. Scovill, Wyoming, O., assignor of one-half to C. H. Foster, Troy, N. Y. September 21, 1915.

Machine for Pressing and Finishing Plug Tobacco, No. 1,154,913. Robert B. Dula, Tarrytown, N. Y. September 28, 1915.

Apparatus for Pressing and Finishing Plug Tobacco, No. 1,154,914. Robert B. Dula, Tarrytown, N. Y. September 28, 1915.

Cigarette Packing and Sealing Machine, No. 1,155,002. Dimitrios Pantazi, New York, N. Y. September 28, 1915.

Seattle Tobacco Dealers to Give Banquet

Manufacturers, jobbers and retailers, comprising the Seattle, Wash., Retail Cigar Dealers' Association, will sit down to a banquet in that city on the evening of October 15, this form of entertainment having been decided upon at a recent meeting of the Association as a fitting testimonial to the celebration of National Cigar Day. In addition to the local guests, invitations will be sent to various tobacco people in Tacoma and nearby cities.

Driver Arrested for Having Unstamped Cigars

John Schomaker, a driver for Rhode & Company, cigar manufacturers, of Cincinnati, O., was recently given a preliminary hearing before United States Commissioner Joseph L. Adler on the charge of violation of internal revenue laws in having in his possession unstamped cigars. Evidence was introduced to show that Schomaker sold to William Gardner, bowling alley proprietor, of West Fifth Street, three boxes of unstamped cigars said to have been stolen from the factory of Joseph Knecht, on East Second Street.

Schomaker took the stand in his own defense and told Commissioner Adler that he had purchased the cigars from a stranger for $1.50 and sold them to Gardner for $2.00. He said that he had not unwrapped the cigars, and therefore had no means of knowing that the boxes did not bear revenue stamps. At the conclusion of the hearing, Commissioner Adler bound Schomaker over to the grand jury in the sum of $300. Upon Schomaker's promise to appear when wanted, he was allowed to go on his own recognizance.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, ETC., OF "THE TOBACCO WORLD", PUBLISHED SEMI-MONTHLY AT PHILADELPHIA.

Required by the Postal Laws and Regulations.
By the Act of August 24, 1912.

Name of Editor—J. Lawton Kendrick, Philadelphia, Pa.
Managing Editor—J. Lawton Kendrick.
Business Manager—H. B. Hankins, Philadelphia, Pa.
Publisher—Tobacco World Corporation.
Owners—J. Lawton Kendrick, Estate of S. A. Wolf, K. G. Kendrick.

Known bondholders, mortgagees, and other security holders, holding one per cent. or more of total amount of bonds, mortgages, or other securities: None.

(Signed) J. LAWTON KENDRICK.

Sworn to and subscribed before me
this 14th day of September, 1915.
JOHN M. HOLTON,
(Seal) Notary Public.
(My commission expires March 1, 1919.)

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100 " " " 3.00 to 5.00 " 4.50 " "

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HEYWOOD, STRASSER & VOIGT LITHO. CO.

26TH STREET & 9TH AVENUE, NEW YORK

MANUFACTURERS OF

CIGAR BOX LABELS
BANDS AND TRIMMINGS

WESTERN OFFICE.
167 W. WASHINGTON ST. CHICAGO, ILL.

PHILADELPHIA OFFICE.
420 DREXEL BUILDING.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Established 1834
WM. F. COMLY & SON Auctioneers and Commission Merchants
27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

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AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

Havana Warehouse Monte 167 — Telephone John 1942
M. LOPEZ & CO.
Formerly of
CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJÓ TOBACCOS **90 Wall St., New York**

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37TH ST. BROOKLYN, N.Y.
CIGAR LABELS & BANDS
BRANCH OFFICE
170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR LABELS OF HIGHEST QUALITY — CIGAR BANDS — SHOW CARDS — FOLDING BOXES, ETC.
WM. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS
FOR THE
CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST
EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY

These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in THE TOBACCO WORLD. :-: No bogus Advertising admitted.

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INTENTIONAL SECOND EXPOSURE

SANCHEZ Y HAYA

Factory No 1 — Tampa. Fla.

A New Brand from Old Number 1.

Samples now ready for

"IGNACIA HAYA" Brand

These goods are the last word in fine cigars made from the choicest "Vuelta Abajo" tobacco, under U. S. Government bond inspection. 8 sizes only—Cigars to retail for 2 for 25c. to 25c. each.

Package and goods show quality and class in every detail.

'La Flor de Sanchez y Haya" have always been leaders in their field. Better than ever.

SANCHEZ Y HAYA, Tampa, Florida

Kings Club — Clear Havana - Made in Tampa

A Favorite with the BEST Cigar Stores Restaurants Hotels and Clubs

Manufacturers

PEDRO CASTRO & CO., Tampa, Fla.

New York Distributers

LOUIS G. SMITH & CO., 52 Beaver Street

BACHIAS

Havana Cigars

For Men of Means

Renowned for Uniformity

IDENTIFIED BY THE GREEN AND GOLD BAND

R. A. BACHIA & CO.

47 West Sixteenth St. New York

ASSURANCE

BOLD cigar is selling more rapidly these days than ever heretofore.

BOLD cigar is selling far more than our extensive facilities can control; but even greater facilities are coming fast.

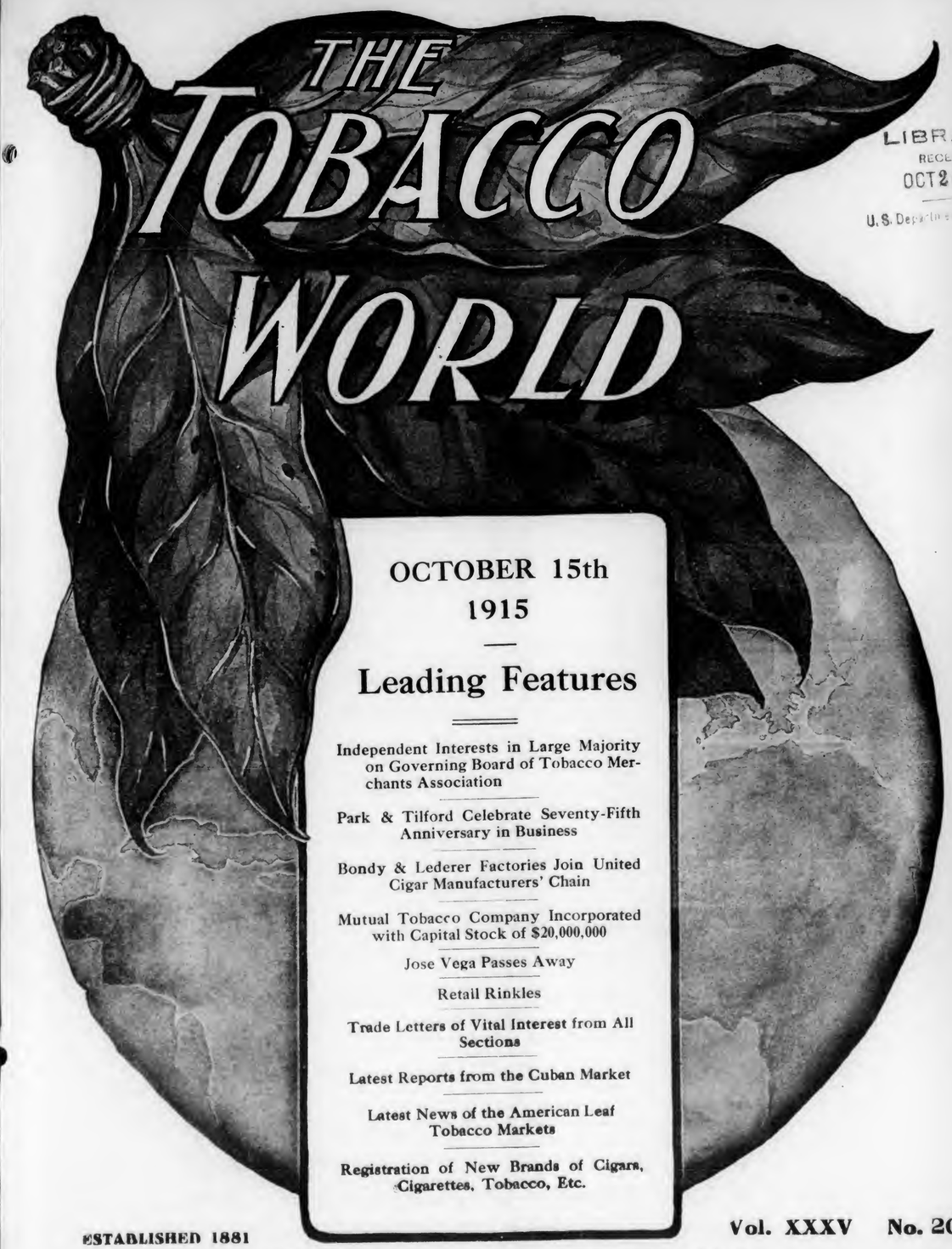
No matter how fast they sell, no matter how many we make, we give this positive assurance that the remarkable quality of **BOLD** cigar shall never vary.

That **BOLD** cigar shall always be

"ABOVE ALL"

Bobrow Bros.

PHILADELPHIA



THE TOBACCO WORLD

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OCTOBER 15th
1915

Leading Features

Independent Interests in Large Majority on Governing Board of Tobacco Merchants Association

Park & Tilford Celebrate Seventy-Fifth Anniversary in Business

Bondy & Lederer Factories Join United Cigar Manufacturers' Chain

Mutual Tobacco Company Incorporated with Capital Stock of $20,000,000

Jose Vega Passes Away

Retail Rinkles

Trade Letters of Vital Interest from All Sections

Latest Reports from the Cuban Market

Latest News of the American Leaf Tobacco Markets

Registration of New Brands of Cigars, Cigarettes, Tobacco, Etc.

ESTABLISHED 1881 — Vol. XXXV No. 20

PUBLICATION OFFICES: 236 Chestnut Street, Philadelphia

F. C LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

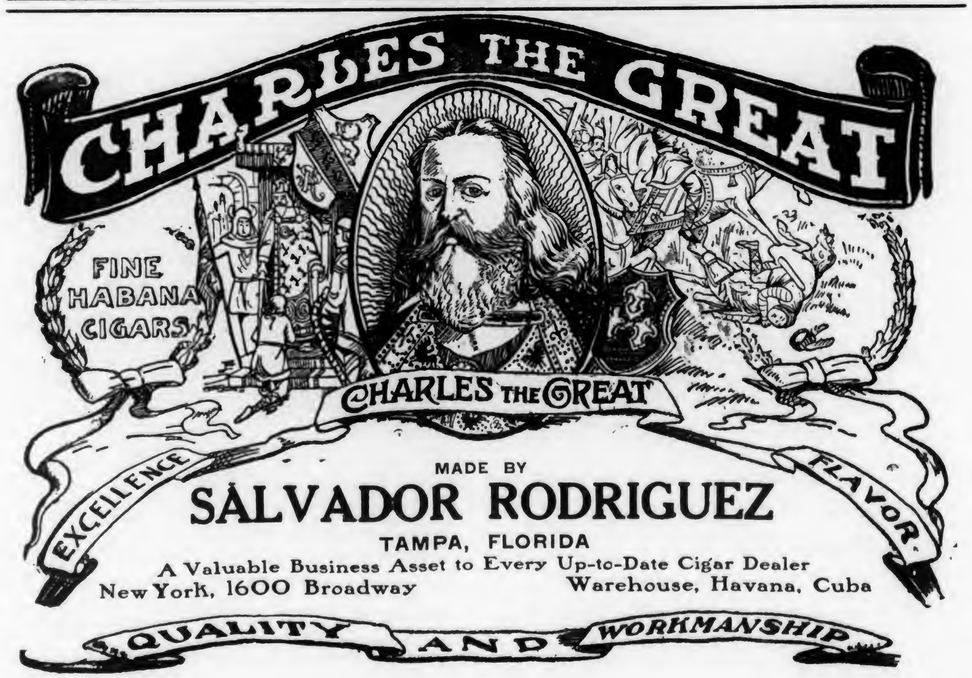
Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue

TRADE MARK
Reg. U. S. Patent Office



INDEPENDENT DEALERS!

You Need This COUPON in Your Business

We have no Retail Interest to Advance Save that of Firms Which Use Our COUPON.

HERE is what Mr. Nicholas Ehrlich, Chairman of the Tobacco Purchasing Association, says:

"There is only one Company which I know that would not interfere with our business and give us a good coupon, equivalent to the chain store coupon; that is The Hamilton Coupon Company. This Company is old, conservative, resourceful, solid and reliable. It will never compete with our tobacco business and it will not object to our progress and expansion."

HE is right! With **Hamilton** Coupons you will get new trade and hold it, and tie regular buyers closer to you than by any other method of advertising in existence.

Hamilton Coupons have a "double value." Wise smokers know their worth and their families know these Coupons can be exchanged for and redeemed with the nationally popular *2M* Green Stamps.

BACKED by a National Service with an established following of millions, **Hamilton** Coupons are powerful business getters. Use them and you can always hold your own against any competition. Write us for a copy of *"The Business Builder,"* and *"The System That Sells Your Goods."*

The Hamilton Corporation Geo. B. Caldwell President **2 West 45th Street, N. Y. City**

TWO NEW SIZES

SINTOMA

10c CIGAR

Blunt and Club, in the popular 10-top $\frac{1}{20}$-packing. Same real Portuondo quality at the right price. . . . . .

Juan F. Portuondo

Cigar Mfg. Co., Philadelphia

The Original and Genuine

Central Union

Smoking Tobacco in a New Cut

Packed in a Pocket-proof Package

1½ ounces—5 cents

United States Tobacco Co.
RICHMOND, VA.

For Gentlemen of Good Taste

San Felice
CIGARS

The Deisel-Wemmer Company
LIMA, O.

F. C LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue

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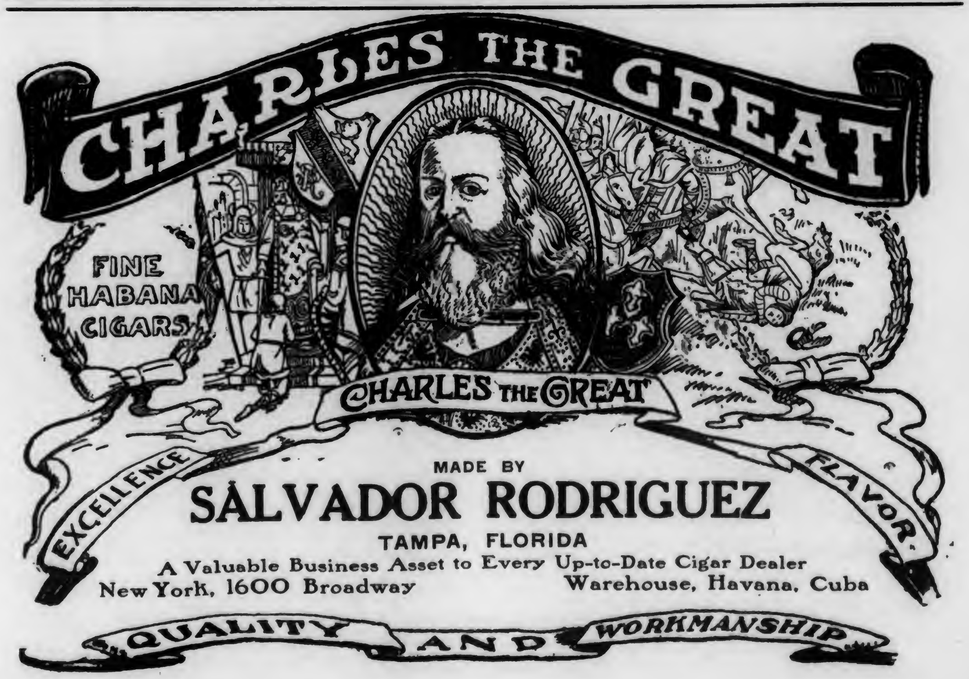

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Central Union

Smoking Tobacco in a New Cut

Packed in a Pocket-proof Package

1½ ounces—5 cents

United States Tobacco Co.
RICHMOND, VA.

For Gentlemen of Good Taste

San Felice
CIGARS

The Deisel-Wemmer Company
LIMA, O.

INTENTIONAL SECOND EXPOSURE

Quality Paramount

CELEBRATED

H. UPMANN CIGARS

H. UPMANN
HABANA

Strictly Independent Manufacturers

CHAS. LANDAU

Sole Agent for United States and Canada

82 Wall Street - New York

Board of Trade Bldg., Montreal, Canada

EL GENIO

Clear
Havana
Cigars

Made in Tampa, Fla.

P. Verplanck & Co.
263 Fourth Ave. New York

From Maine to Texas
From Alaska to Florida

Smokers are demanding UNION LEADER, and the wise dealers are stacking up the dimes.

The UNION LEADER Combination of finest quality and biggest quantity has swept the country from end to end.

What is the quality? Fine, sweet Kentucky Burley—better tobacco never went into a pipe.

What is the quantity? The Big Ten Cent Tin—the most generous package of tobacco ever offered for a dime.

Are *you* a wise dealer?

UNION LEADER

REDI-CUT

For Pipe or Cigarette

COPENHAGEN

Chewing Snuff

We guarantee Copenhagen Snuff is now and always has been absolutely pure.

It is made of the best, old, rich leaf tobacco. The Snuff Process retains the good of the tobacco and expels the bitter and acid of natural leaf tobacco, making Copenhagen the **World's Best Tobacco for Both Chewing and Snuffing.**

Whenever a dealer has any difficulty in obtaining his supply of Copenhagen Chewing Snuff satisfactorily, we will help him if he will write us.

WEYMAN-BRUTON COMPANY

50 Union Square North New York, N. Y.

Over 1000 Dealers in New York During 1914 Stocked

MI FAVORITA

CLEAR HAVANA CIGARS

The flower of perfect tobacco manufactured in bond has maintained "Mi Favorita" Clear Havana Cigars at the forefront of all brands. Quantity shipments from factory.

MI FAVORITA CIGAR CO., Inc.

Key West, Fla. 529 West 42nd Street, New York

"The Park & Tilford Standard"

CHANCELLOR

The Acknowledged Leader Among Mild Sumatra Wrapped Havana Cigars

SANCHEZ Y HAYA

Factory No 1 — Tampa. Fla.

A New Brand from Old Number 1.

Samples now ready for

"IGNACIA HAYA" Brand

These goods are the last word in fine cigars made from the choicest "Vuelta Abajo" tobacco, under U. S. Government bond inspection. 8 sizes only—Cigars to retail for 2 for 25c. to 25c. each.

Package and goods show quality and class in every detail.

'La Flor de Sanchez y Haya" have always been leaders in their field. Better than ever.

SANCHEZ Y HAYA, Tampa, Florida

HONESTLY ADVERTISED — NOT MISLEADING

LA SARAMITA

Broadleaf
Wrapped
Havana
Cigars

Pre-eminent
by Comparison

Real Havana
Tobacco
Skillfully Blended

THE SHIELDS-WERTHEIM COMPANY, Cleveland

FLOR DE
MELBA
THE HIGH NOTE OF QUALITY

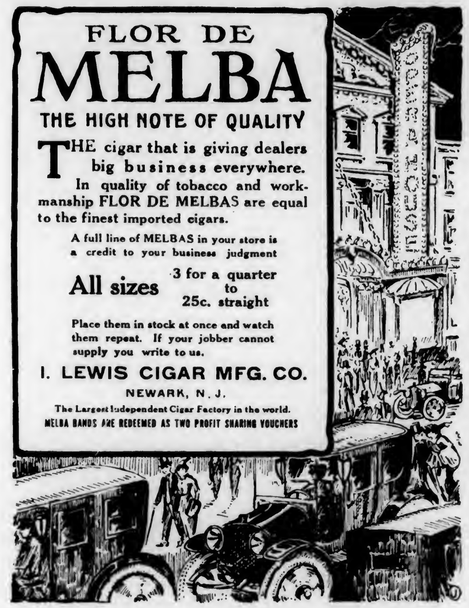
THE cigar that is giving dealers big business everywhere. In quality of tobacco and workmanship FLOR DE MELBAS are equal to the finest imported cigars.

A full line of MELBAS in your store is a credit to your business judgment

All sizes — 3 for a quarter to 25c. straight

Place them in stock at once and watch them repeat. If your jobber cannot supply you write to us.

I. LEWIS CIGAR MFG. CO.
NEWARK, N. J.
The Largest Independent Cigar Factory in the world.
MELBA BANDS ARE REDEEMED AS TWO PROFIT SHARING VOUCHERS



LIPSCHUTZ'S
44
CIGARS

"44" Cigar Co. Philadelphia

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla.
New York Office: 203 W. Broadway

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
401-405 E. 91st Street, New York

G. S. Nicholas & Co.
41 and 43 Beaver Street, New York

DIRECT IMPORTERS of the highest grades of Cigars manufactured by the

Independent Factories
of Havana

all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

Price List Mailed Upon Request.

BAYUK BROTHERS

FIVE CENT CIGAR
PHILADELPHIA

DIAMOND JOE CIGAR FACTORY
ESTABLISHED 1860

Charles Denby
BEST THAT SKILL, ENERGY AND MONEY CAN PRODUCE
H. FENDRICH, Maker, EVANSVILLE, IND.

5c CIGAR

SOL HABANA

Behrens & Co.

Havana, Cuba
Consulado 91-93

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always a little better than Havana's Best

LA DEVESA DE MURIAS HABANA

MADE IN BOND

HAVANA CIGARS

Highest Quality
Best Workmanship

MADE BY

V. Guerra, Diaz & Co., Tampa, Fla.

The World's Standard Cigar

FLOR DE TABACOS DE PARTAGAS Y Cª HABANA

The Real Independent Factory in Havana

Cifuentes, Fernandez y Ca.

Calle De La Industria, 172-174
HABANA, CUBA

General Agent for United States and Canada

ROBERT E. LANE
115 BROADWAY, NEW YORK

Best Quality Best Known

EDEN

The Cigar Without a Peer

Calixto Lopez y Cia
Habana

New York Office— 257 Fourth Ave.

Made at our Newark, N. J., Factories

ROCKY FORD

HAND MADE - NICKEL CIGAR

We also manufacture at our several Pittsburgh factories, a very attractive and extensive line of cigars and stogies to retail at 2 for 5 cents, and 3 for 5 cents. Our leaders

"FAMOUS" and "FLAG HEADS"

Write for full information

UNION AMERICAN CIGAR CO.
General Offices. PITTSBURGH, PA.

THE
Key West Cigar Factory
Factory No. 413, KEY WEST, FLA.
Office and Salesroom:
43 to 47 W. 33d St., New York

PIPER Heidsieck

CHEWING TOBACCO

Champagne Flavor

Every leaf of ripe, golden brown tobacco used in "PIPER" is carefully selected from Nature's choicest crops, clean, sweet and mellow. Our workmen are experts at blending the richness through the plug. "PIPER" is made as carefully as a pure food—it is wholesome, healthful, satisfying tobacco.

The world-famous "Champagne Flavor" of "PIPER" has added a rich, wine-like tang to the tobacco which is supremely delicious. This wonderful flavor of "PIPER" is found in no other tobacco.

Sold by dealers everywhere in 5-cent cuts and up—also in the new 5-cent and 10-cent slide boxes and in handy 10-cent tin boxes.

The American Tobacco Company

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE 222 PEARL STREET NEW YORK
FACTORY TAMPA FLORIDA
WAREHOUSE LEALTAD 129 HAVANA

Graham Courtney

"MILD HAVANA BLEND"

They Lead the Leaders

26 SIZES

Acker, Merrall & Condit Company
135 West 42nd Street, New York

HAVANA CIGARS

ROMEO Y JULIETA

The Leader in all the World's Markets

U. S. Representative: Wm. T. Taylor, 93 Broad St., N.Y. City.

Whip

Ready Rolled Tobacco

Past Success Plus Present Performance
SELL "WHIP"

First success is bad for some people. They're too liable to rest on their oars. We Pattersons are not that kind. We have scored many national successes but we have kept right on experimenting.

And now—after thirty years—we're ready to state that "Whip" is the sum-total of all tobacco goodness that Patterson genius can make it. It is the best smoking tobacco we ever made—also the mildest.

5c one-ounce tins, 10c two-ounce tins, and in handsome green pottery Patented Self-Moistening 1-lb. Humidors.

M. C. PATTERSON, President
PATTERSON BROS. TOBACCO CO., Inc.
Richmond, Va.

Also makers of "QUEED"—the big 2½ oz. ten-cent tin—a little better than most 2-oz. ten-cent tobaccos. You will find it a good seller.

Why Is It Necessary To Advertise
the Imported Sumatra?

The REASON:

American Sumatra Tobacco

Grown by

AMERICAN SUMATRA TOBACCO CO.,
142 Water Street, New York

Larrañaga Nacionales

Seleccion de Banquetes

This is the acme of refinement in the packing of cigars.

Each cigar is packed in an individual box, and therefore, every guest opens his own box, the cigar reaching his hands exactly as it was packed at the factory.

For dinners, banquets, society events, clubs, hotels and individuals; if orders are placed early enough, may have each little box inscribed with the name of the host, monogram or the dedication of the event thereon, which would add a touch of refinement to the function.

Packed in beautiful cedar boxes containing one hundred cigars.

Por Larrañaga
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AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD PRICE LIST UPON APPLICATION

214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXV. PHILADELPHIA AND NEW YORK, OCTOBER 15, 1915. No. 20.

PARK & TILFORD PASS SEVENTY-FIFTH ANNIVERSARY OF THE FIRM

Business Established by Joseph Park and John Tilford in 1840—Cigar Department Has Held Record for Importing Fine Cigars From Cuba—Capital at Start was $300

New York City.

ON October 12th, seventy-five years ago, Joseph Park and John M. Tilford opened the doors of a modest-sized store in Carmine Street, which was, as those familiar with New York will recall, located in the famous Ninth Ward, then one of the most aristocratic sections of the city. The capital with which these men embarked in business was the modest sum of $300. Their business was that of selling groceries and at that time and date variety was undoubtedly somewhat restricted.

These two men of high ideal placed before themselves as guiding principles in the conduct of their business, two stern, strict rules, never to be deviated from; that of sellling the finest qualities of all their goods at fair prices, and that of an undeviating integrity in all their relations with patrons. Coupled with the maintenance of courteous and prompt store service, no better business foundation of honest methods was ever instituted or maintained. Therefore, their business grew, and a few years after the location of their store was changed to the corner of Ninth Street and Sixth Avenue. This was a larger store and now several wagons are required to deliver the goods sold daily.

Whilst we cannot of ourselves so state positively, it was undoubtedly more the habit of the housewife of those days to go to her favorite grocery store, do her own shopping and take most of it home with her. Wagon deliveries, however, had to grow larger, because their volume of sales had multiplied and the extent of their business considerably broadened in area.

The store referred to, at Ninth Street and Sixth Avenue, continued for many years and from this location a development into a larger number of branches gradually and systematically followed. The number of lines of merchandise sold were also largely increased, wines, mineral waters, beers, whiskies and other beverages; cigars, perfumes, toilet articles; fruits, confectionery, household requisities, etc., being added in large assortment as one successful development was followed by another.

The number of Park & Tilford branches has today (1915) reached to ten large stores in the city and one in West End, N. J., each located at a central city address and each doing a volume of business many times over that of several contemporary small stores. They have erected a great warehouse of six stories, at 529-549 West Forty-second Street and 532-542 West Forty-third Street, each floor containing 27,500 square feet, and this building is equipped with the most up-to-date machinery for their purposes of coffee roasting, spice grinding and packing, the bottling of Guinness's Stout, the blending and maturing of fine liquors and many other features of an extensive and intensive business. It is a central depot for large stocks from which daily distribution is made to branch stores, wholesale orders filled and out of town shipments for-

(Continued on Page 18)

INDEPENDENT INTERESTS CONTROL GOVERNING BOARD OF ASSOCIATION

Twenty-four Directors, Eighteen of Whom Represent Independent Interests From Directorate—Active Management in Hands of Executive Committee—By-Laws and Constitution Adopted at McAlpin Meeting

TWENTY-FOUR directors, chosen from every branch of the tobacco industry, and eighteen of whom represent independent interests, will form the supreme governing body of the newly created Tobacco Merchants' Association of the United States, according to the by-laws adopted by the Committee of Ten, which met on Monday last at the Hotel McAlpin.

The meeting at the McAlpin was featured by a spirit of harmonious accord that speaks eloquently of the determination of those present to build up a national body for the entire tobacco industry along broad lines.

The members of the committee not present were William T. Reed, of Larus & Brother Company, of Richmond, and Jesse A. Bloch, of Bloch Brothers Tobacco Company, Wheeling, W. Va. By invitation there were present Junius Parker and Charles Dushkind. C. Fred. Crosby presided. Counselor Charles Dushkind was appointed secretary of the meeting. The committee was in session for more than two hours, during which time they adopted a set of by-laws and selected the twenty-four directors who are to govern the association. Their names are withheld, awaiting their notification and acceptance.

The by-laws as adopted for the government of the Tobacco Merchants' Association are carefully planned with a view to giving every branch and every element in the tobacco trade a fair and equitable representation.

The supreme governing body will consist of a board of twenty-four directors, composed of a fair and equitable number of representatives of each of the principal branches in the industry. Thus the leaf tobacco branch of the trade will have three members of the board, the cigar manufacturing industry will have five members, the manufacturers of smoking and plug tobacco will have five members, and the wholesale and retail branches of the trdae will have six members.

Out of the twenty-four members of the board of directors, the independent interests in the trade will have a representation of eighteen, and the American Tobacco Company and the other big companies which were formerly components of the big combination will have a representation of six.

The officers, other than the board of directors, will include a president, five vice-presidents, one representing each of the five principal branches of the tobacco trade, a secretary and a treasurer, all to be elected by the board of directors.

The active management of the association will be in the hands of an executive committee, of which the principal officers will be members. The five vice-presidents will all be of equal rank, that is to say, there will be no first, second or third vice-presidents. One vice-president will be chosen to represent the leaf tobacco interests, another to represent cigars, still another to represent cigarette indus-

(Continued on Page 18)

IRREGULAR PAGINATION

Cleveland

September a Banner Month for City Trade—"El Roi Tan" Cigars Featured in Many Windows—Western Demand For Shields-Wertheim Products Grows

Cleveland, O., October 13, 1915.

THE local retail trade is showing considerable improvement, judging from reports of the local dealers and jobbers. Many of the dealers report September to be one of their biggest months so far this year.

W. E. Stanton, representative for M. Perez, has just returned from his far Western trip and reports he had a very successful trip. Mr. Stanton expects to remain in this territory for the next ten days or two weeks, when he will leave to cover his Middle West territory, returning home near the holidays.

Walter Bedlingmeyer, of the Electric Building cigar store, has been handing out cigars and wearing the smile that won't come off. "The reason"—an eight-pound future cigar merchant.

James Warner, more familiarly known as "Little Jimmy," manager of the cigar department of the Marshall Drug Company, on the Square, reports business was never better.

A number of very attractive window displays on "El Roi Tan" cigars have been very conspicuous in the down-town section the past few weeks. "El Roi Tans" are being distributed through the George B. Scrambling Company.

James B. Shields, president of the Shields-Wertheim Company, has just returned from a trip through the Middle West, where he found the demand for "La Saramita" and "Saramita 5's" growing far beyond his expectations. The factory is working its full force and is away behind on orders.

Charles Schutthelm, manager of the cigar department of the Standard Drug Company's Arcade store, is the daddy of all cigar clerks in Cleveland. He has made a host of friends who never forget to stop when they are anywhere in the neighborhood, as he is always there with a happy smile and pleasant "how do you do" for every one.

A number of local dealers are looking forward to the return of the dice box. We will have a change of administration here after January 1st, and the belief among the retailers is that the new administration will be a little more lenient than the one of the past four years.

A new brand of cigarettes has made its appearance on the local market the past few weeks, called "Tiger," which seems to be taking a hold with the trade very nicely.

W. O. Conway, more familiarly known among the trade as "Bill" Conway, local representative for Bloch Brothers' "Mail Pouch," has made a host of friends among the dealers for the short time he has been calling on the trade, about a year, and has shown a nice increase on this popular brand.

In town this week were: Mr. Dillingham, of J. A. Rigby, Mansfield; Ben Strauss, of A. Santaella Company, Tampa; Frank Lopez, of Garcia & Vega, Tampa, and Mr. Steiner, of M. Steiner Company, New York.

"Dick."

Henry C. Jacobs

Henry C. Jacobs, a retired cigar manufacturer, died at his home, 248 Fifth Avenue, Brooklyn, N. Y., during the past fortnight. He was fifty-three years of age and is survived by three daughters, his mother, two sisters and a brother.

JOSE VEGA PASSES AWAY

Member of Well-Known Firm of Garcia & Vega—His Character Marked by Sincerity and Kindliness

FOLLOWING a long illness, Jose Vega, of the well-known firm of Garcia & Vega, died at his home on last Saturday, at Roselle, N. J. Interment on Tuesday was made in the Calvary Cemetery, Brooklyn, N. Y.

The career of the deceased was an interesting one. He was born in Spain in 1859. When twelve years of age he came to the United States, where he became apprenticed to his uncles, Juan and Rafael Vega, pioneers in the clear Havana cigar manufacturing business in the United States.

It was while serving his apprenticeship that Jose Vega met Alvaro Garcia, the latter having learned the cigar business in Havana. At the suggestion of Mr. Garcia that the two of them enter into a partnership, Mr. Vega agreed and the firm of Garcia & Vega came into existence, opening in 1885 with headquarters at 178½ Water Street. Thoroughly familiar with all phases necessary to the manufacture of their product, from a small beginning the firm grew and expanded, until today Garcia & Vega are among the largest clear Havana cigar manufacturers in the United States, manufacturing both in New York and Tampa.

In 1888, Mr. Vega married Miss Josephine Velasco, who bore him seven children, four sons and three daughters, all of whom are still at school, with the exception of the eldest son, James, who is employed in his father's office.

Mr. Vega was a member of both the Masons and the Elks. His death, so far as is now known, is to make no difference in the immediate conduct of the firm, the concern to be continued along the same lines as when he was living.

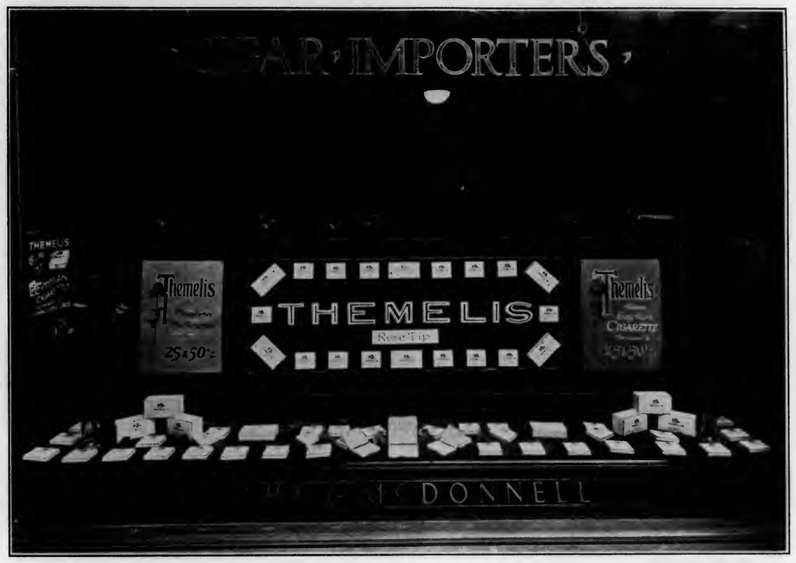
Those who knew Jose Vega will not soon forget him. Sincerity and kindliness, the basis of all his actions, they formed the foundation of a character that proved its worth in life and whose effects cannot be but far-reaching in death. Honorable in his dealings with all men, his presence will be sorely missed. In his domestic life a kind father and loving husband, the death of Jose Vega has created a void among his dear ones that only time can heal.

Shipments Coming for Manila Commercial Company

Announcement from the Manila Commercial Company, with New York offices at 45 Broadway, is to the effect that in addition to the 400,000 cigars on the steamer Chiyo and the 325,000 cigars on the steamer China, just recently arrived at San Francisco, the Manila factory has cabled a shipment of 614,000 cigars to be sent via Nippon Maru. Just at present the shipping facilities from Manila are not in the best condition, the manufacturers being dependent almost entirely on Japanese vessels, owing to the fact that the Pacific Mail Steamship Company has retired. The company had expected at least 850,000 cigars via the Nippon Maru, and are hopeful of receiving further advice concerning an additional shipment.

To assist retailers in knowing that they are receiving the right goods, the factory number of the company is A-1-331. In ordering, communications may be addressed at 45 Broadway, New York City, where just as much attention will be received as if the order had been sent to the factory direct. Assurance is also given that those in charge are thoroughly conversant relative to the Manila situation in the United States, and are in position to handle the various sections in an efficient manner. Reservation of label for certain territories will be attended to carefully and protection will be guaranteed.

Themelis Rose Tip Cigarettes at Yahn & McDonnell's



THE Themelis Rose Tip Cigarette has arrived in Philadelphia. The accompanying photograph shows a recent display of this high-grade brand in the window of the new store of Yahn & McDonnell in the Widener Building, Chestnut Street east of Broad.

Themelis Brothers, in manufacturing cigarettes, sought to overcome the objection of smokers to the various tips now in use. After some experimental work they hit upon the rose petal as the ideal cigarette tip. They combined this novel discovery with an excellent blend of Turkish leaf and the result is the Themelis Rose Tip, which is rapidly securing a large following among those smokers who desire the best in cigarettes.

The adoption of the rose petal as a mouthpiece is indeed a novelty. Thus far it has met with immediate approval wherever introduced. But Themelis Brothers do not depend upon the rose petal feature to advertise and sell their goods. They are using nothing but the best of imported leaf blended by an expert in the manufacture of the cigarette, for they realize that there must be quality as well as novelty.

The Yahn & McDonnell stores at Fifteenth and Chestnut Streets and Market and Juniper Streets carry attractive decorations of these cigarettes, and the entire scheme of window decoration is to impress on the mind of the customer that this brand of cigarette is tipped with rose petals for a mouthpiece.

The smoking public of Baltimore and Washington have responded to the new idea in a manner that is highly satisfactory to Themelis Brothers, and the leading clubs and jobbers are sending in repeat orders for the regular, ladies' and banquet size.

"Regreso" Cigars Now on Reading Trains

Announcement has been made that the Philadelphia & Reading Railroad will in future carry "Regreso" cigars on all dining cars and in the dining rooms operated under their management. Yahn & McDonnell are the Philadelphia distributors for this brand which is the product of the factory of Corral, Wodiska y Ca., Tampa, Fla.

Jorge Leon Finds West Buying Higher Priced Cigars

That the West and Middle West is demanding higher priced cigars and that there is a steady increase in the business in the cigar and tobacco lines in this section is the statement made by Jorge Leon, president and treasurer of the San Martjn & Leon Company, who has recently arrived in Philadelphia, after a trip through to the Exposition and return. Mr. Leon left Tampa some eight weeks ago and is now on his way back to the factory.

Mr. Leon believes that the conditions which he has found presage better conditions for the fall and holiday trade.

Spanish-American Cigar Company Incorporates

The Spanish-American Cigar Company, Inc., has recently been added to the cigar manufacturing and jobbing firms of Chicago, Ill. This company was incorporated with a capital stock of $10,000 in August last. The incorporators included Samuel A. Lerner, Max Hoffman and I. Bloom. The concern is now located at 31 North Fifth Street, Chicago, Ill.

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CIGAR MANUFACTURERS' ASSOCIATION OF AMERICA
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CHARLES J. EISENLOHR, 934 Market St., Phila., Pa. ....Vice-President
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"Truth in Advertising" has been the secret of the success of more than one firm. The Associated Advertising Clubs of the World are making a determined effort to make all advertising conform to that slogan.

Honesty in Advertising

Many States have passed laws making it a criminal act to misrepresent through advertising of any kind the value or quality of the goods.

"Girard," who writes of interesting things in the "Public Ledger" each morning, except Sunday, intimated not long ago that there was need of a censor in the tobacco business. He insinuated that many cigars advertised as clear Havana and "pure" Havana had never been nearer Cuba than Lancaster County, that the consumption of cigarettes advertised as being made from "pure" Turkish tobacco far exceeded the leaf importations, that the cigars advertised and sold as being made from Vuelta Abajo, far exceeded the leaf production of that famous section.

The fact still remains that there is room for improvement in the advertising matter and claims made by some manufacturers, particularly among those who think a smoker judges a cigar by what the manufacturer says it is made of rather than by the fragrance, flavor and burn.

Honesty, is and always will be, the surest way to success.

Trade Jottings

Herman Moss, of the S. R. Moss Cigar Company, Lancaster, Pa., manufacturers of the new "Sun-Ray" cigar, was a recent visitor in the trade at Portland, Ore.

"Cuesta-Rey" and "Juan de Fuca" cigars are among the leaders being featured in the recently opened cigar store of Brown & Allen, in the Terminal Station, Atlanta, Ga.

"Bert" Keith, Denver, Col., recently opened his new and attractively appointed cigar store at Seventeenth and Blake Streets, that city. Mr. Keith is well known in the trade.

An excellent box trade on "Admiration" cigars, manufactured by E. Regensburg & Sons, is reported by Humler & Nolan, Louisville, Ky. This company handles the "Admiration" in ten sizes.

"La Fendrich," retailing at ten cents, and manufactured by H. Fendrich, Evansville, Ind., was recently the feature of a window display by the House of Crane, Fifth and Market Streets, Louisville, Ky.

"Orders sufficient in number to keep the factory operating until the first of the year," was the information recently received at the factory of E. M. Schwarz & Company, located at East End Avenue and Eighty-first Street, New York City.

"Evidencia," made in bond, has been placed with the cigar department of the Northern Drug Company, located at Duluth, Minn. The transaction was the work of J. A. Phalen, of Berriman Brothers, who manufacture the "Evidencia" in ten sizes.

An active campaign on the "Spana-Cuba" cigar, manufactured by Yocum Brothers, Reading, Pa., is now being conducted in St. Louis, Mo., by the Peter Hauptmann Tobacco Company, local distributors on the brand. They are being assisted by John McGraw, of the Yocum Company.

A campaign on the "Colonel Taylor" cigar, manufactured by Garcia & Vega, to be launched shortly, is being planned by the Julius Levin Company, doing business at 44 Beale Street, San Francisco, Cal. The Levin Company has the Pacific Coast agency on the "Colonel Taylor."

The Brunswick Cigar Company, Kansas City, reports the completion of their new pipe department and announces in addition a special department devoted exclusively to pipe repairing. The various lines of pipes handled by the Brunswick Company are being represented on the road by Mr. Dreyfus and Joseph Bergheim.

Friends in the trade of Harry S. Proctor will be glad to learn that following but three months' service as clerk in the main store of Niles & Moser, Kansas City, Mr. Proctor has been appointed manager of the location, succeeding William Bates. Mr. Bates becomes the representative of Niles & Moser in Oklahoma territory.

When the completed report for 1914 relative to the sales on "El Roi-Tan" cigars was scanned, Reid, Murdoch & Company, of Chicago, Ill., felt that they had just cause for congratulation, but, according to Manager Robinson, ably assisted by Messrs. McKenzie and Anderson, the sales for 1915 are going to surpass even the tremendous amount of business done in 1914.

Tampa

Christmas Orders Keep Many Factories Busy—Business Is Booming With Salvador Sanchez Y Ca—News of Jose Vega's Death Received

Tampa, October 11th.

NORMER depression is now forgotten in the excellent conditions existing. The majority of the factories are being kept busy with the Christmas orders that are coming in with a rush, while some of the manufacturers have been compelled to take on extra help in order to assist them in assuring prompt shipment of goods for holiday delivery. Not only is there a demand for cigars, but consideration is also being given to the packings, many of which are attractive, to say the least.

Following the declaration that "he looks forward to the future with much optimism in its relation to the cigar trade," Jerome Regensburg, of the well-known firm of E. Regensburg & Sons, manufacturers of the excellent "Admiration" cigar, left yesterday for New York City.

News has just been received here of the death on Saturday last at Roselle, N. J., of Jose Vega, of the well-known firm of Garcia & Vega, Havana cigar manufacturers, though no information has been given as to the funeral arrangements. Mr. Vega though a frequent visitor to the local factory made his home in Roselle, N. J. He was fifty-five years of age.

Listed among recent visitors were Mr. and Mrs. Jose Diaz, whose stop-over was for the purpose of combining business with pleasure. Noted also among the passing throng was A. C. Hanson, Florida representative for the Liggett & Myers Tobacco Company, for the "Fatima" cigarette.

H. B. Guilford, president of the Tampa-Cuba Cigar Company, was a recent arrival from New York. He planned to spend a few days here as the guest of E. Berger, secretary-treasurer of the Tampa-Cuba Cigar Company.

In response to its invitation to the American Exporters' Chamber of Commerce of Amsterdam, Holland, who are planning to visit this country in the near future, to visit Tampa, Secretary Hamner, of the Tampa Board of Trade, has received a letter from E. E. Pratt, of the Department of Commerce and Labor, that if it is possible to accept the invitation, definite arrangements will be made later. Should the local board have the pleasure of entertaining the visitors, they will be shown the process of clear Havana cigar manufacture, in addition to various other exhibits which cannot fail but interest such a body.

A visit to the factory of Salvador Sanchez y Ca., manufacturers of the superior "Dulce" Havana cigar, revealed that business is booming. They are laying emphasis on the fact that if the trade wishes to receive its full supply of this brand that they must be up and doing. A recent acquisition to the sales force of this company is Jackson Kelly. He left recently with Jerome Windmuller of the company for a trip to Chicago and other sections. Mr. Windmuller, it was stated, will return shortly.

A. Santaella y Ca. report that they are now putting out about 75,000 cigars daily.

Splendid business is being experienced at the factory of Corall, Wodiska y Ca.

Perfecto.

With every purchase of a one dollar box of "Crossways" cigars, manufactured by the S. R. Moss Cigar Company, of Lancaster, Pa., Faxon, Williams & Faxon, Buffalo, N. Y., are offering a twenty-five-cent cigar lighter free.

A "Live Wire" Wilmington Jobber

This photograph was recently made before the jobbing house of Harry Kenyon, of Wilmington, Del., who is a "live wire" and the man who made "44" cigars famous in the section which he controls. This display of "44" cigars and other tobacco products is a shipment which Mr. Kenyon made ready for the Dupont Powder Company Store at Pennsgrove, N. J. This shipment was the largest ever made at one time by a cigar jobber in Delaware. Mr. Kenyon, who is inclined to stoutness, is shown in the doorway with his coat and hat off.

M. Marsh & Sons Granted Injunction

Judge Charles P. Orr, of the United States District Court, Pittsburgh, Pa., recently granted a temporary injunction restraining Nathan Marsh and Jacob Berkowitz, partners, trading as the N. Marsh Cigar Company, of Pittsburgh, from using labels similar to the labels used by the M. Marsh & Sons Company, of Wheeling, W. Va.

In granting the temporary injunction, Judge Orr, in no uncertain tones said, "Such a glaring attempt to make profit out of another man's labels and boxes ought to be stopped, and I propose to stop it." A further hearing will be held at the next term of court.

The M. Marsh & Sons Company alleged the defendant company had been using a label and box similar to the one used by the plaintiff, and alleged that they are infringing on the style of the plaintiff's box.

United Cigar Stores Stock Gets Exchange Listing

The governing committee of the New York Stock Exchange at their meeting on Wednesday approved the listing application of the following:

United Cigar Stores Company of America—$2,116,900 7 per cent. cumulative preferred stock and $15,405,500 common stock; with authority to add $2,410,100 preferred stock and $11,756,500 common stock, on official notice of issuance in exchange for outstanding preferred or common stock respectively of the par value $100 each in accordance with the terms of this application; making the total amounts authorized to be listed of $4,527,000 preferred stock and $27,162,000 common stock.

Repeat orders on the "24-Hour" stogie, manufactured by the Union-American Cigar Company, of Pittsburgh, Pa., are being received by the National Grocery Company, Seattle, Wash., local distributors.

PARK & TILFORD PASS SEVENTY-FIFTH ANNIVERSARY OF THE FIRM

(Continued from Page 13)

warded. Here are also the executive offices of the firm. Two city stables and their own garage now shelter hundreds of horses, wagons, trucks and motor vehicles. Their foreign offices are situated in Paris and Havana and their factory for "Mi Favorita" clear Havana cigars is in Key West, Fla.

In 1906, Frank Tilford, son of John M. Tilford, became president of the firm, and under his energetic direction the greatest ratio of development followed, the largest volume of business was obtained and the position of the house became more commanding and widely known. Mr. Tilford continues the active head of Park & Tilford, having withdrawn from many other interests to devote all his time and personal attention to the daily requirements of Park & Tilford's large business.

Among several departures instituted under Mr. Tilford's initiative, in 1906, shortly after he became president, confectionery was first made by the firm and placed on sale in Park & Tilford stores; today Park & Tilford candies are known over the United States as "the best," and a large factory at Columbus Avenue and Seventy-second Street, with a separate sales department and offices at 449 West Forty-second Street, are severely taxed to produce all the fine Park & Tilford confections that the American public wish for, want and demand.

Their cigar department for many years has held the record of importing the largest quantity of fine Havana cigars shipped yearly from Cuba to any one house in the United States. Park & Tilford have been for years sole agents for the greatest and finest perfumers of Paris and London.

The radius of Messrs. Park & Tilford's present business is wholesale as well as retail, and in prominent hotels, clubs and cafes their goods are used. Cigar stores, druggists and dealers in candies now offer to the public many lines of merchandise identified with and possessed of that "fame of quality," which is a distinctive part of Park & Tilford products.

Seventy-five years almost represent half the active life of this people as a great nation, and yet in the future it may be "but as a minute at early dawn." It scarce matters, in one sense, what changes time may bring, but future day or date will record no better beginning in a commercial enterprise than when on October 12, 1840, Joseph Park and John M. Tilford, with a true conception of the best basis for the establishment of their venture, founded the firm of Park & Tilford. The seventy-five years gone by have chronicled in an ineffable form the achievement accomplished, for the acorn truly grew into a gigantic oak.

Louis Biel's Personal Estate Valued at $800,000

Louis Biel, vice-president of the United Cigar Stores Company and president of the United Merchants Realty and Improvement Company, who died August 28th last at Toledo, O., left an estate estimated at $800,000 in personal property and $20,000 in real estate.

This valuation was made recently by the widow, Mrs. Rose Biel, 600 West One Hundred and Forty-first Street, New York City, who asked for letters of administration on the ground that her husband left no will that she has been able to find. The other heirs are Mrs. Antoinette B. Jacobson, a daughter, and Leonard, William and Herbert Biel, sons.

INDEPENDENT INTERESTS CONTROL GOVERNING BOARD OF ASSOCIATION

(Continued from Page 13)

try, another to represent the manufacturer of plug and smoking tobacco, and to represent dealers in tobacco products.

Ten standing committees are to be appointed annually to look after various matters that may come within the special jurisdiction of each committee as follows:

Committee on leaf tobacco, committee on cigars, committee on manufactured tobaccos, committee on cigarettes, committee on wholesale trade, committee on retail trade, committee on internal revenue, committee on trade names, committee on membership, committee on general affairs.

The membership of the association is to be divided into four classes as follows:

1. Constituent members, which will consist of those actively engaged in the tobacco trade or industry.

2. Association members, which will consist of those engaged in any related industry, such as manufacturers of machinery, tin foil, cigar, cigarette or tobacco boxes, lithographic labels, or other firms having large business relations with various branches of the tobacco industry.

3. Affiliated members, which will consist of delegates from various existing organizations, or organizations that may be hereafter formed in the various branches of the trade.

4. Honorary members, which will consist of men who may be elected as a mark of recognition for distinguished public service, or for the rendition of important service to the Tobacco Merchants' Association.

The associate and honorary members will be privileged to attend meetings of the association, but will have no vote, while the constituent and affiliated members will have equal rights in every particular. The affiliated members, however, are to pay no dues directly, although nominal dues will be collected from the organizations thus represented. Organizations affiliated with the tobacco merchants will be entitled to one delegate at large and a pro rata number of delegates based upon the number of active members, dues being paid by each delegate.

The amount of the annual dues for membership will be fixed upon a sliding scale, in accordance with the character and extent of the business of each member, beginning at a minimum of $5 annually, and running up to a maximum of $100 annually. This system is based upon the theory, the bigger the business, the greater will be the measure of benefit that the concern will derive from the activities of the association, and hence the burdens should be carried in like proportion. But the democracy of the association is demonstrated by the fact that the big concern that pays the maximum amount of dues will have no more rights or voting power than the small concern that pays only the minimum dues of $5 a year.

Abraham Bedrick, a dealer in stationery and cigars, at 2302 Broadway, recently made an assignment for the benefit of his creditors to Max E. Levine.

Report from the Kinney Cigar Company, Hastings, Neb., is to the effect that they are well pleased with the distribution that has been attained in the central part of the State on their ten-cent "La Precieda" and the little "La Precieda" cigars retailing at five cents.

BIG STOCK ISSUE FOR MUTUAL TOBACCO COMPANY

Capitalized at $20,000,000—Public to Have Chance to Buy Stock—Will Operate Several Old-Established Factories

ACCORDING to an announcement sent out from New York, a new tobacco manufacturing company has been incorporated under the laws of Delaware, with a capitalization of $20,000,000. It is known as the Mutual Tobacco Company, Inc. In this company will be several old-established factories located in New York, New Jersey, Pennsylvania and Connecticut, manufacturing cigars, cigarettes, snuff, chewing and smoking tobaccos. The company is to engage in the manufacture of all kinds of tobacco products, also to deal in, import and export leaf. Among the other products to be manufactured will be Italian and Hungarian stogies on an extensive scale.

The capitalization is divided into two million shares, at a par value of $10, some of which will be offered to the public.

The management of this chain of tobacco factories will be located in New York City.

It is stated that there will be an active advertising campaign made on their brands of tobaccos, also several new brands and novelties brought to the attention of the smoking public by up-to-date selling methods. The factories will produce a popular-priced cigarette, also quantities of Italian cigars or stogies properly made, for which there is a great demand; also a new type of chewing tobacco and high-grade smoking tobacco at a popular price, put up in cans.

The new company is said to have ample stocks of leaf for present requirements, and on account of the foreign wars and the lack of export to foreign countries, it is the consensus of opinion in the tobacco trades in general that the new company starts at a favorable and opportune time.

The Mutual Tobacco Company, Inc., states that it will co-operate with the New York jobbers and other dealers of tobacco products for the distribution of their products, and are prepared to turn out much larger quantities of manufactured stock than at present for the reason that they are adopting the use of up-to-date tobacco machinery.

It also intends to feature a Profit-Sharing Coupon with its merchandise as well as to advertise in trade and newspapers.

Former President of the Metropolitan Leaves Large Estate

Adolph Bendheim, former president of the Metropolitan Tobacco Company, who died January 19, 1914, left an estate which has been appraised at $1,077,111. He was also president of the Bendheim Construction Company.

He owned 1405 shares of Metropolitan Tobacco stock, which his executors estimated at $50 a share, but which Transfer Tax Appraiser John J. Lyons fixed at $180 a share, or a total of $252,900.

He also had $189,135 due from the Bendheim Construction Company and had mortgages worth $156,716. He owned twenty-three parcels of realty valued at $296,149. He left $10,000 in cash and a life interest in the residuary estate of $555,882 to his wife, Henriette, and left $100,000 each to his sons, Edwin and Julius Bendheim. His daughters, Gertrude and Jennie Bendheim, received $105,000 each, and the four children will devide the residuary estate on their mother's death.

BONDY & LEDERER FACTORIES SOLD TO U. C. M. CO.

Price Paid in Neighborhood of $2,000,000—Richard C. Bondy to Become Director—Firm Founded Nearly Half a Century

THE United Cigar Manufacturers' Company has expanded once more and taken in the factories of Bondy & Lederer, adding thereby according to financial experts, about two per cent. annually to their dividends. For this asset the United Cigar Manufacturers' Company is said to have paid the sum of $2,000,000. It is learned that Richard C. Bondy also becomes an officer and director in the United Cigar Manufacturers' company organization.

Frederick Hirschorn, president of the United Cigar Manufacturers' Company, stated that the opportunity to acquire the business of Bondy & Lederer arose from the death of Emile C. Bondy. Richard C. Bondy, the surviving member of the firm, felt that too many interests were dependent upon him alone, and for that reason he welcomed an opportunity to affiliate the Bondy & Lederer business with an organization well able to care for it.

By this move Mr. Bondy becomes associated with such men as Alfred Esberg, Herbert Preston and Henry Esberg, as well as Mr. Hirschorn and others.

The firm of Bondy & Lederer was founded almost half a generation ago by Charles Bondy and Simon Lederer. Mr. Lederer retired from the partnership, and when Charles Bondy died the burdens of the business fell upon the shoulders of his sons, Emile and Richard. The former died early this year, leaving Richard Bondy the surviving member of the firm.

Bondy & Lederer have been operating six factories and employ in normal times about 4000 people. They produce about 125,000,000 cigars annually. Among the leading brands which will now become part of the United Cigar Manufacturers' Company's assets are "Lawrence Barrett," "Tom Keene" and "Watt." The earnings of this company during the past few years have been at the rate of about $360,000 a year.

The common stock outstanding of the United Cigar Manufacturers' Company is $18,104,000. It has been paying dividends at the rate of four per cent. United Cigar Manufacturers' Company stock during the past few weeks has jumped up about twenty points.

Mississippi Tobacco Brings Price in South Carolina

Laurel, Miss.

Farmers in this vicinity will next year indulge extensively in tobacco raising, that crop having been found much more profitable than cotton and corn. The first bright leaf tobacco, raised this year as an experiment, recently brought a high price in South Carolina. The initial shipment to South Carolina was 15,000 pounds. The price ranged from $3.50 to $10.50 per hundred pounds, and it is stated that the best part of the crop is yet to be shipped.

The tobacco yield on some plantations will be 1000 pounds to the acre, and as soon as growers learn to take care of the crop in a more scientific manner, it is stated that tremendous profits will be realized. The best individual showing was made by W. A. Vaughn, who shipped 944 pounds of tobacco and received $79.79. Last year this same land was planted in cotton and brought less than a half bale to the acre.

Trade Jottings

"War Eagle" is the title of a three-for-five cents cigar that has just been offered to the trade by Schwabacher Brothers & Company, Seattle, Wash.

Daniel A. Mayer & Company, wholesale and retail dealers in leaf tobacco, of New York, recently leased the store building at 52 Academy Street, Newark, N. J.

October 15th has been the date set by the O'Malley-Liddy Cigar Company, Kansas City, for the opening of its new cigar stand in the Coca Cola Building in that city.

J. H. Murray, a retail tobacconist, of Hornell, N. Y., has recently sold his business at 116 Loder Street, that city, to Guido Lawrence Moretti, a well-known Hornell business man.

E. L. Farmer, representing "Havana Ribbon" cigars, manufactured by the Bayuk Brothers Company, Philadelphia, Pa., was listed among recent trade visitors to Jacksonville, Fla.

J. B. Foley is in charge of the campaign now being carried on locally by the Steele-Wedeles Company, Chicago, Ill., on the "Dubonnet" cigar, manufactured by the American Exchange Cigar Company.

A new size "El Dallo" cigar has just been placed on the market by the Wertheimer Brothers, of Baltimore, Md. It is a perfecto and retails at five cents. This was necessitated by popular demand.

Experiment having proven that the Sunday cigar and tobacco business did not amount to very much in Pittsfield, Mass., it was recently announced that the "United" stores would be closed on Sunday in the future.

"Doubloon," an attractive domestic cigar, manufactured by the United Cigar Manufacturers Company, has been taken on for local distribution by Strobl Brothers, Grand Opera House block, Cincinnati, O. Messrs. Strobl will handle the ten-cent and two-for-a-quarter sizes.

The Shecter cigar store, of 7 Baltimore Street, Cumberland, Md., has recently moved into larger quarters, they having renovated the store formerly occupied by the Kimes Pharmacy. During the opening week in their new location the Shecter store gave double Hamilton coupons with every purchase.

Charles N. Krohn & Company, Cincinnati, O., local distributors for the "John Ruskin" cigar, manufactured by the I. Lewis Cigar Manufacturing Company, of Newark, N. J., report a nice business on this brand. They were recently in receipt of a visit from Harry Lewis and Carl Levy, of the company, in the interests of the cigar.

Concerning the Cigarette

If there is any more danger to be anticipated from cigarettes than from cigars it is to be looked for solely in the inhalation of the smoke; cigarette smoking without inhaling is no more injurious than is a pipe or cigar smoking, probably not as much so.—"Boston Medical Journal."

Manila Cigar Factories Please General McIntyre

Regarding the recent inspection of the cigar, cigarette and tobacco factories of Manila, P. I., by General McIntyre, the Manila "Daily Bulletin" has the following to say:

"General Frank McIntyre, Chief of the Bureau of Insular Affairs, accompanied Internal Revenue Collector James J. Rafferty on a tour of inspection of tobacco factories in Manila yesterday. The entire morning was devoted to the tour.

"General McIntyre is said to be the best informed man in the United States on the subject of the Philippine tobacco industry, and has always evinced a keen desire to extend the trade with the United States.

"The general has rather a taciturn temperament, and is not generally given to airing his impressions in public as to what he sees, but in the course of his inspection trip with Colonel Rafferty, yesterday, he evinced hearty satisfaction with the sanitary arrangements he observed everywhere he went. To this phase of the tobacco industry in the Philippines the internal revenue authorities have given much attention. They have been unrelenting in their efforts to keep the factories right up to the highest standard as regards sanitation, ventilation, and light, and General McIntyre seemed to be particularly impressed with what he saw in this respect."

Half-Year's Shipments of Manila Cigars and Cigarettes

The following is a statement of cigars and cigarettes shipped from Philippine Islands to the United States, not including those shipped as personal baggage and by mail, from January 1 to June 30, 1915, inclusive. It is furnished by the courtesy of J. J. Rafferty, Collector of Internal Revenue for the Philippine Islands:

Months 1915	No. of Shipments	No. of Cigars	No. of Shipments	No. of Cigarettes
January	43	4,219,398	1	120,000
February	100	9,120,487	7	605,250
March	88	7,091,886	8	615,200
April	51	3,800,928	5	361,650
May	56	3,698,659	7	166,800
June	59	3,454,529	7	502,500
Total	397	31,388,887	35	2,671,100

Tobacco in British South Africa

The supply of leaf tobacco received from the United States in British South Africa far exceeded that furnished by any other country, the value being $160,915. The next source was Turkey, which sent tobacco to the value of $50,000; other leading contributors were Portuguese East Africa and the Dutch East Indies.

Cigars came chiefly from Cuba and the Netherlands, the purchases therefrom in 1914 being valued at $93,071 and $62,106, respectively. The United Kingdom furnished $14,000 worth and the Philippine Islands $12,735. The total imports of cigars that year were valued at a little less than $200,000. The United Kingdom supplied the bulk of the cigarettes, its share being represented by $301,331 out of a total value of $331,659. Egypt and Malta came next with $10,000 each, while the United States sent less than $5000 worth.

Tobacconists' wares, such as pipes, tobacco pouches, etc., were imported to the value of $218,308 in 1914, the principal countries of origin being the United Kingdom and France. The United States was represented by only $1659.—"Commerce Reports."

John Harrington

FOLLOWING one week's illness, John Harrington, prominent cigar manufacturer of Detroit, Mich., died at his home, 76 East Warren Avenue, that city, during the past fortnight. Seized with an attack of rheumatism while superintending at St. Clair Flats the closing of some cottages for the winter, Mr. Harrington found it necessary to go to bed. Later, attempting to get up, he was stricken with apoplexy, following which he was taken to his home, where death ensued.

The deceased, who was fifty-one years of age, was born in Detroit, receiving his education in the public schools, afterwards becoming identified with the cigar business, with which branch of trade he remained connected during his lifetime. He was the president of the Harrington Cigar Company for a number of years, and later occupied the position of representative of the Revere Cigar Company. Always a lover of the water, Mr. Harrington spent much of his time in its vicinity. He was a member of the Spartan Boat Club and the Zephyr Boat Club, and at one time made a reputation for himself as an oarsman, having rowed in the regattas at Philadelphia, which formed part of the attractions of the Centennial Celebration in 1876. Mr. Harrington was a member of the Saginaw Lodge of Elks, and is survived by three sisters. Funeral services were held at the Holy Rosary Church, interment following in the Mt. Elliott Cemetery.

Burley Tobacco Company's Head Loses $4000 a Year

Four thousand dollars were pruned from the salary of President Clarence Lebus, of the Burley Tobacco Company, and the expenses of the executive committeemen were limited to $1000 a year, a retrenchment of $800 on each, at the annual meeting of the stockholders of the company, who were in an all-day continuous session at the office in the company's mammoth warehouse on South Broadway, Lexington, Ky., on October 6th.

Mr. Lebus' salary, following the adoption of the report of the committee, is fixed at $6000 a year and expenses. The recommendation of the reduction was made by the proxy committee at the instance of Mr. Lebus and his committeemen. His salary originally was $10,000 when the company was first organized. Executive committeemen received $2000 annually.

President Lebus, with the executive committee and the old board of directors almost intact, were re-chosen by a vote of 310,143 ballots, to direct the affairs of the company the coming year, while the action of the minority stockholders, who have repeatedly sued for dissolution of the company, was discountenanced by the majority present, and denounced in a resolution. L. S. Hunter, of Versailles, put forward as an anti-Lebus candidate for a lone place on the directorate, was defeated, receiving 3881 votes. His name was presented by Judge J. L. Wilhoit, of Versailles, who led the fight for the minority.

Sprinkler System to Protect American Sumatra Stock

The American Sumatra Company, which has a large tobacco warehouse in Tolland, Conn., and has already opened for the season, estimates that within the next two months they will take into their warehouse in the neighborhood of $2,000,000 worth of tobacco. The tobacco is assorted and packed ready for the market. As a safeguard against fire the company now is equipping its warehouse with an automatic fire sprinkling system, which will be completed in a few days. Superintendent of Water Works John H. Walsh, of East Hartford, has finished installing a six-inch water main from Burnside Avenue to the warehouse, which will supply the new sprinkling system.

SCHULTE CIGAR STORE CHAIN TO BE EXTENDED

Continuance of "Aggressive Policy" of Company May Mean Trade War—D. A. Schulte in West Looking Over Territory

New York City.

THE A. Schulte cigar stores, which number about forty-six, located in Manhattan, Brooklyn and Newark, are likely to be increased according to the recent statement of D. A. Schulte, who is now in the West looking over locations, etc., with a view of extending the A. Schulte chain across the continent, numbering probably one hundred and fifty. Additional stores will be added as soon as plans can be completed.

Mr. Schulte denied that the Schulte interests had entered into any agreement with the "United" stores and added that they are operating their business independently. There is no agreement, according to Mr. Schulte, for the resumption of the regular prices on cigarettes or anything else.

"The aggressive policy of the Schulte business will be continued," he said, "with the idea of presenting the Mutual coupons as a national enterprise. The Schulte stores as they are extended to other cities will distribute the Mutual coupons."

At the same time it will be possible for independent cigar dealers to purchase these coupons and distribute them to their customers. In other cities there will be Mutual coupon stations, controlled by the Schulte interests, where customers of both their stores and of independent dealers may exchange the coupons for goods.

Court Sets Aside Injunction in "Good Sport" Suit

The temporary injunction recently secured by Miss Edna Rawlins, of Bellevue, Ky., through her father, and issued, and service made upon W. F. Orth, division salesman of the Liggett & Myers Tobacco Company, one of the defendants in the $25,000 suit, was dissolved by Judge Cushing in Cincinnati Common Pleas Court recently and the summons upon Liggett & Myers set aside upon the grounds that the Liggett & Myers Company had not been properly served.

Miss Rawlins is credited with being an expert swimmer and during some of her swimming excursions photographs were made of her in a bathing suit, in several poses. These were published in a newspaper and subsequently appeared on a pictorial news service sheet, together with an advertisement for a brand of cigarettes, with the caption, "She's a good sport."

Through her father, Miss Rawlins brought suit against the Pictorial News Company of New Jersey and the Liggett & Myers Tobacco Company of New Jersey for $25,000 damages, and to enjoin them from circulating the news service with her picture on it, together with the cigarette advertising matter.

A temporary injunction was issued and service made upon Mr. Orth. The Liggett & Myers Company immediately filed a motion to set aside the service and to lift the temporary injunction upon the ground that the court is without jurisdiction, as Orth is merely a salesman and not an agent of the company, and therefore there was no service secured upon the concern. This was argued before Judge Cushing recently, and the court dissolved the injunction and set aside the summons upon the ground that the Liggett & Myers Company had not been properly served, as it had no agent here.

No Buying of Wisconsin Leaf Yet

Edgerton, Wis.

The tobacco trade is not looking for much buying of the new crop until a later date than usual, certainly not until it is cured and stripped. A crop that came up under so many misfortunes of a wet season, unusual hail and wind storms, to say nothing of an exceptionally early frost in some sections, is not one the dealers would care to take many chances with. It is within reason that they will want to see what the tobacco is like before making very extensive purchases, and this they can only tell by waiting until the crop is in the bundle. So much of the crop, too, was so late in reaching the harvest that its fate cannot be told until it is seen what kind of curing weather the present month affords.

The tobacco was slow in maturing during the entire harvest and it is feared a good deal of green leaf was shedded. If this supposition proves to be correct, it is another reason why the buyer will want to see the cured leaf before making extensive contracts. There is a good deal of old leaf in the hands of dealers to be moved before many of them would feel free to make further investment. They would like to see the market conditions improve greatly and their present holdings cleared away before laying plans for another crop, so aside from the fact that early buying has often proved a mistake there seems to be plenty of reasons why none predicts an immediate movement of much of the 1915 crop.—"Wisconsin Reporter."

Richmond Tobacco Market Promises Much

Though the total tobacco production in the territory from which the leaf comes to the Richmond, Va., market is estimated as below the average in volume, its quality is declared by tobacco men to be much better and it is said that the coming season will see the best market here in recent years.

The Richmond tobacco market will open Tuesday, October 19th. Some tobacco is now reaching the market, but the quantity is small and the quality poor. The leaf now being received for sale here is of the variety known as primings and the dealing is slow.

As soon as the market is opened there will be sufficient quantities of the new crop to make the situation interesting, and both growers and buyers are anticipating good business.

All crop reports received here from local sources throughout the Richmond market's territory point to one of the best grades of tobacco that has ever been placed on the Richmond warehouse floors. Reports are that the crop is larger than last year and estimates are made that close to ten and a half million pounds will be sold on the local floors this year. The sales last year were comparatively small, having been but about seven million pounds. Last year's average price was $6.78 per hundred. The probable average price this year will be about $8.25, it is said.

Government estimates of the crop are regarded as high by local warehousemen. For the State of Virginia the forecast as of October 1st was 158,000,000. The final estimate last year was 113,750,000 pounds.

Florida Tobacco Growers Form Association

The tobacco growers of Gadsden County, Fla., have organized an association for their protection and to further co-operation in marketing their crops. Nearly all the prominent growers are enrolled as charter members. This association will co-operate with a similar association in Decatur County, just across the Georgia State line. The Decatur County organization has been operated for several years and has resulted in much benefit.

The officers of the new association are: R. T. McDavid, president; H. W. Bostick, vice-president, and Traube Woodberry, secretary-treasurer.

Heavy Buying of Lancaster Crop Expected

Lancaster, Pa.

So much old Lancaster County tobacco has been sold recently that the warehouses are practically free of that class of goods, the unsalable 1909 goods and the 1911 packing excepted. This state of affairs means that the local packers will be heavy buyers of the new crop, and as they will be in competition with the outside concerns, which annually buy from a third to half of the crop of Lancaster County, much better prices will be paid for this year's crop than was paid for last year's, very little of which sold for over eight and one-half cents a pound, while much brought only six and seven cents.

The fact that the cigar industry is getting back to its normal condition is expected to act as a support to the prices of leaf tobacco, because the reserve stock of leaf in most of the smaller factories is exhausted and the manufacturers must now buy from the packers.

Green River Tobacco Pool Fails

There will be no tobacco pool in the Green River, Ky., district this year. This announcement was made by the officials of the Green River American Society of Equity. Strenuous efforts by the officials of this society have been made during the past few weeks to secure a pool of at least seventy-five per cent. of the tobacco in Daviess, McLean, Hancock and Ohio Counties, in Kentucky, and Spencer and Warrick Counties in Indiana. The efforts of the officials failed, it being announced that the farmers do not favor going back to the pools, but prefer the loose-leaf method of selling at warehouses. That there will be congestion of the tobacco market in Owensboro this season is evidenced by the fact that a fourth loose leaf warehouse will be in operation with a capacity of half a million pounds. The Owensboro market can take care of 2,000,000 pounds a day. Practically all of the tobacco in the Green River district has been cut and housed. It is believed that there will be an increase in prices this year over those paid last year for the fine quality of tobacco.

Burley Company to Sell Warehouses

The Burley Tobacco Company is advertising for sale its three large warehouses in Robertson County, Ky., two being at Mount Olivet and one in the country. This means that the bulk of Robertson's large crop of tobacco will be marketed in Maysville this season.

It is said the warehouses there were a losing investment from their inception, as the prices the farmers received elsewhere paid them to haul rather than to offer it there. It is thought these warehouses will be bought and moved to either Bracken or Fleming County, and in either case it will be too late for them to be available for this year's business.

In consequence all the warehouses in Maysville are preparing for a big season's handling by enlarging and securing more help.

Use of Tobacco in War

The beneficent effects of tobacco at the front were affirmed by "The Lancet" as long ago as 1870, when the question was being discussed in connection with the Franco-Prussian War, says "The London Daily Chronicle." "The soldier," it was said, "wearied with long marches and uncertain rest, obtaining his food how and when he can, with his nervous system always in a state of tension from the dangers and excitement he encounters, finds that his cigar or pipe enables him to sustain fatigue with comparative equanimity. . . . For the wounded it is probable that tobacco has slight anodyne and narcotic properties that enable the sufferer to sustain pain better during the day and to obtain sleep during the night."

Georgia Town Has "Cigar Day" Early

THROUGH the efforts of the cigar dealers and newspapers of Albany, Ga., Saturday, October 2d, was designated as "Cigar Day," and reports from the Georgia city state that the innovation was much more successful than even the dealers expected.

For more than a week in advance "Cigar Day" was widely heralded by the newspapers. On October 1st "The Albany Herald" gave over the major portion of its first page to boosting articles on the cigar. No particular brands were mentioned, it being the idea of promotors to advance the sales of all brands. Every one of the dealers contributed generously to a cigar section in "The Herald." On the first page a newsy article, contributed by "A. Cigar," attracted considerable attention.

In reporting the success of "Cigar Day" "The Herald" says that many smokers took advantage of the splendid opportunities offered them by laying in their winter stock of smokes.

A few of the prominent dealers who took part in this unique and highly successful event were: The Smoke House, 220 Pine Street; The Grand, Pine and Jackson Streets; Albany Drug Company, The Rialto, Tift & Peed Grocery Company, The Royal Store, The Palm, 224 Pine Street; the Albany Grocery Company, The Stag Cafe, 113 North Washington Street; Max Oberdorfer, The Albany Ice Cream Company, distributors of "John Ruskins"; the Americus Grocery Company and the Miller Grocery Company.

Tobacco Statistics May Be Gathered in New Way

Recommendation that the law of 1912, requiring the census bureau to collect semi-annual statistics on stocks of tobacco, be repealed, and that such statistics be prepared quarterly by the internal revenue bureau, have been made by a joint committee representing the treasury, commerce and agricultural departments after several conferences with representatives of tobacco associations.

The committee also recommended that the bureau of crop estimates of the department of agriculture prepare an annual report showing the production, consumption, imports, exports and stocks of tobacco. Another meeting will be held December 15th, to which tobacco associations, growers, dealers and manufacturers have been invited to discuss improvements in the statistical work.

Abraham Lawin

Stricken ill suddenly at his stand, 215 Fulton Market, New York City, Abraham Lawin, a cigar dealer making his home at 184 Grand Street, died before medical aid could be rendered. He was sixty-eight years old.

Tobacco Crop Estimate October 1st

The Crop Reporting Board of the Bureau of Crop Estimates makes the following tobacco estimates from reports of its correspondents and agents:

Tobacco (Thousands of Pounds).

	Condition.		Forecast, 1915.		Final.	
State.	Oct. 1, 1915.	Oct. 1, 10-Yr. Average.	Fr. Oct. 1, Condition. Thousands of Pounds.	Fr. Sept. 1, Condition. Thousands of Pounds.	1914. Thousands of Pounds.	5-Yr. Average 1909-13 Thousands of Pounds.
Connecticut	85	93	34,910	32,856	35,754	28,337
Pennsylvania	88	87	44,211	45,593	47,995	57,351
Virginia	89	81	157,619	161,122	113,750	135,388
North Carolina	80	77	186,950	191,624	172,250	127,339
South Carolina	68	79	35,904	38,142	36,500	22,027
Florida	87	91	3,291	3,471	4,300	2,987
Ohio	86	82	87,029	90,514	78,120	79,966
Wisconsin	59	85	35,976	37,367	53,808	47,807
Kentucky	82	82	378,840	384,384	364,000	350,502
Tennessee	85	83	75,017	74,023	63,468	70,426
United States	81.9	82.2	1,098,804	1,120,149	1,034,679	996,087

Showing Off a Good Cigar

In the accompanying photograph, E. M. Freeman, representing Sidney J. Freeman, of New York, is caught showing a Grandeza size of "La Flor de Intal" cigar to Fred H. Lintz, of Rochester, N. Y. E. M. Freeman is now on a trip through Northern Ohio, Northern Pennsylvania and Michigan in the interest of the well-known Manila brands.

Larus Brothers Busy

Larus Brothers, tobacco manufacturers of Richmond, Va., in commenting on the business situation state that they are working full time and that they have been for several years. Last year was the biggest year they ever had and so far this year they are ahead of last year. Their collections are good and they say they have no cause whatever to complain of business.

Pasbach-Voice Secure National Lithographic

The wide-awake firm of Pasbach-Voice were the successful bidders for the engravings, lithographic stones, embossing dies, electros, cutting dies, as well as for all titles and copyrights at the sale recently held of the property and good will of the bankrupt National Lithographic Company.

Harry Prochaska and Samuel Soloman, both of the above-mentioned firm, are now associated with the Pasbach-Voice Lithographing Company and will represent this firm in their respective lines.

Isaac H. Wertheimer

Isaac H. Wertheimer, for a number of years identified with the cigar business, died during the past fortnight at his home, 1006 Putnam Avenue, Brooklyn, N. Y. Mr. Wertheimer was seventy-four years old and a member of the Masonic Order. He is survived by two sons and a daughter.

New Orleans

Forty-two Cigar Manufacturers in Crescent City—Tropical Storm Does Great Damage—Havana-American Factory Superintendent Transferred to Key West Branch

New Orleans, October 10, 1915.

RECENT statistics obtained from the collector of the port by "The Tobacco World's" New Orleans bureau, show that there are forty-two cigar manufacturers in the Crescent City; a particularly good showing for this city in view of the fact that a large majority of the number given have only established their plants within the last four or five years. The growth of the cigar business locally has been steady; but not of a mushroom growth. Cigars bearing the "MINO" brand (Made in New Orleans) find a ready sale. This is not so much that the smokers are patriotic, but because New Orleans manufacturers are putting on the market worthy products. The recent increases of several home-made cigars have been phenomenal. Advertisements of the right kind and clever window displays are responsible in a large measure for the success attained.

The initial sale of Reguera & Berengher's new "Royal Kid" was near to 10,000. These two Spanish manufacturers report that their stock already is oversold, and that for the present they will make up "Royal Kids" only for a few of their customers. The cigar has not as yet been put on the national market, but will be, it is understood, within the next month or two.

Valloft & Dreux, the Camp Street manufacturers, announce that on November 1st they will take the New Orleans agency for "Jose Grande," ten-cent Porto Rican, and "Los Navas," five-cent Porto Rican, manufactured by Levi-Kaften & Company, of New York.

Jackson, Miss., is to have a new cigar factory. R. O. Hoffman, well known in Tampa, will be manager. The new enterprise was secured through the efforts of the Board of Trade and Young Men's Business Club, of Jackson.

The carton of "Oasis" cigarettes, donated by the New Orleans branch of the Liggett & Meyers Company, in the membership contest conducted by the young men's branch of the Association of Commerce, was won by Wheeler Woolfolk, Jr. The box of "El Mismo" cigars, donated by Juan M. Gonzalez, the Camp Street manufacturer, was won by F. Garrish Gassoway.

During the height of the recent tropical storm, the showcase window of the United Cigar Stores, at Baronne and Canal Streets, was smashed in. Bystanders rushed the smokes, and most of the stock in the window was appropriated by newsboys and other persons.

Henry C. Keith, the retailer, of Canal and Tchoupitoulas Streets, is stimulating trade by offering any two packs of tobacco free with twenty-five-cent pipe purchases.

The newest entry into the Crescent City trade is Sidney S. Stone, formerly of Chicago, who has taken over the stand at St. Charles and Julia Streets, where he will conduct an up-to-date cigar and stationery stand. He has contracted for a number of different brands, and has also installed the current periodicals.

The Southern Cigar Company, Camp and Gravier Streets, has added S. Fernandez's "Do-U-Nos" to their stock.

Recent salesmen included R. J. Reynolds, representing Cortez cigars; Mose Schwartz, representing "Tademas," and E. A. Hecht, of the E. H. Gato Cigar Company, New York City.

Teddy Lyons, manager of the cigar department of the I. L. Lyons Company, is mourning the loss of the Lookout Club, a fishing camp, at Dunbar, La., owned by the Lyons family. The camp was totally demolished in the tropical storm of September 29th.

The W. R. Irby branch of the Liggett & Meyers Company was considerably damaged in the tropical hurricane, and deliveries of their brands were delayed for a week following the storm.

D. Mayer, at Camp and Common Streets, is pushing Mayer's Specials, with a good deal of success.

Mr. Burns, representing Gonzales Sanchez, was a recent visitor from Jacksonville.

The United Cigar Stores are featuring "Bull Durham" in all their stores this week.

For a week following the storm, the big Havana-American factory, at 400 South Peters Street, was half-way shut down, but at present writing the plant has returned to a normal basis, and is filling all orders. An entire new roof was added to the factory.

P. A. Wysard, vice-president of the Havana-American Company, writes that he will pay New Orleans one of his semi-annual visits of October 16th.

R. B. Rogers, secretary-treasurer of the Hernsheim Company, one of the large independent factories in New Orleans, has returned from a trip which took him through Georgia and Alabama. At Birmingham, Ala., Mr. Rogers placed A. A. Howard to represent the company in Alabama and surrounding States.

D. Quintans, who has been superintendent of the New Orleans factory of the Havana-American Company for fourteen years, has been transferred to take charge of the Key West branch. On October 8th the employees of the Havana-American gathered in the office and presented Mr. Quintans with a seventeen-jewel Howard watch, on the eve of his departure.

The Albert Mackie Grocery Company reports that they have achieved considerable success with two Philadelphia cigars, the "Philadelphia Hand Mades" and "Havana Ribbons," manufactured by Bayuk Brothers.

Charles De Lassus, manager of the Royal Cigar Store, Canal and Royal Streets, is in Hot Springs, Ark., recuperating from a rather strenuous summer season.

A. J. B.

The Hundred-Point Man

A hundred-point man is the one who is true to every trust; who keeps his word; who is loyal to the firm that employs him; who does not listen for insults nor look for sights; who carries a civil tongue in his head; who is polite to strangers without being fresh; who is considerate towards servants; who is moderate in his eating and drinking; who is willing to learn; who is cautious and yet courageous.

Hundred-point men may vary much in ability, but this is always true — they are safe men to deal with, whether drivers of drays, motormen, clerks, cashiers, engineers, or presidents of railroads.

The hundred-point man may not look just like all other men, or dress like them, or talk like them, but what he does is true to his own nature. He is himself.

He is more interested in doing his work than in what people will say about it. He does not consider the gallery. He acts his thought and thinks little of the act.

The hundred-point man looks after just one individual, and that is the man under his own hat; he is one who does not spend money until he earns it; who pays his way; who knows that nothing is ever given for nothing; who keeps his digits off other people's property. When he does not know what to say, why, he says nothing, and when he does not know what to do, does not do it.—"Philistine."

Philadelphia Notes

E. Ackerman, representing Y. Pendas & Alvarez, who are manufacturers of the well-known "Webster" cigars, was in Philadelphia this week.

Charles Albaugh, manager of the Baltimore and Liberty Streets store of Lilly, Dungan & Company, Baltimore, Md., attended the fifth World Series game in Philadelphia on Wednesday.

The Max Roth Cigar Company, of Los Angeles, Cal., have taken on "Reynaldo" cigars, made by Luckett, Luchs & Lipscomb, of Philadelphia. Eight sizes are now in stock, and this number will be increased as occasion warrants.

The "Sintoma" cigars, manufactured by the J. F. Portunodo Cigar Manufacturing Company, 1110 Sansom Street, Philadelphia, is receiving the attention of Warner Searle, who is now covering Chicago in the interest of this firm.

Samuel C. Jeitles, of Jeitles & Blumenthal, Limited, 119 South Eleventh Street, Philadelphia, is now covering the Middle West and reports that orders for "Flor de Jeitles" and "Royal Peer" cigars have exceeded expectations throughout the entire territory.

The Twelfth and Chestnut Streets store of Mitchell, Fletcher & Company are displaying "Gato" cigars in a number of sizes. These cigars are the product of the E. H. Gato Cigar Company, Tampa, Fla., and considerable new business has resulted as a result of the prominence given these goods.

Eugene Cochran, of the George W. Cochran Company, and proprietor of the Hotel Cochran, Washington, D. C., attended the World Series game in Philadelphia on Friday and Saturday.

Mr. Cochran had as his guest Mr. Walsh, of the National Press Club of Washington.

Charles Mustor, assistant manager of the Waldorf-Astoria Segar Company, 340 Fifth Avenue, New York City, was the guest of W. D. Duncan, of San Martin & Leon, on Tuesday in Philadelphia. Joseph Wolf, general representative of the New York concern, was also entertained by Mr. Duncan upon a recent visit to the Quaker City.

Bigger Factory to Serve "7-20-4" Smokers

To such an extent has the business of the R. G. Sullivan Company, Manchester, N. H., grown that additional facilities for the manufacture of the very popular "7-20-4" cigar have been found imperative, and to this end a lease has been taken on the third floor of the addition to the Kimball Carriage Building adjoining the Sullivan plant. It is also stated that there is a probability of the Sullivan Company securing the use of the top or two upper floors of the main Kimball Building. Alterations are to be commenced at once, and the two structures to be connected by a bridge.

Baltimore Leaf Men at Hagerstown Fair

Members of the Leaf Tobacco Association of Baltimore, of which Charles E. Moore is president and George Louis Hester secretary, held their annual excursion and outing at the Hagerstown Fair on October 13th. William Meissel was in charge of the arrangements.

Flashlight-Handled Umbrellas and Canes for Premiums

Jobbers and dealers should be interested in the line of canes and umbrellas advertised by the Leader Electric Novelty Company in this issue. While these articles have been widely used for premium purposes, the fact that both the umbrella and cane have an electric flashlight in the handle only adds to its value and should increase its selling power considerably.

The manufacturers have a large variety of umbrellas and canes, both straight and folding, in handsome and attractive styles.

No retail tobacconist should overlook the value of such an article for premium purposes. In dark and rainy weather an umbrella with a flashlight attachment is very welcome. Cigar stores find it easy to sell the ordinary umbrella and the features introduced by the Leader Electric Novelty Company, certainly increases their attractiveness and selling power.

It is a profitable side-line for jobbers and tobacconists, as well as very appropriate as gifts among the trade. The firm is located at 57 Chrystie Street, New York City, and all inquiries directed there will receive prompt attention and the price list with all details.

Burley Tobacco Company Solvent

At the recent meeting of the Burley Tobacco Company held in Lexington, Ky., the report given shows that the company's assets, including the Louisville factory and seventeen warehouses, aggregate $1,427,704.09, with an outstanding indebtedness of $305,382.29. That the company is perfectly solvent and not in such condition as to warrant it being placed in the hands of a receiver, as some of the disgruntled stockholders have insisted through suits filed in several counties with that end in view, is apparently shown by the fact that the company has tangible property in its possession valued at $1,173,600.33, which is considerably more than the capital stock of the concern, invoiced at $1,051,810.82.

Patents of Interest to Tobacconists

Cigarette box or container, No. 1,155,688. J. A. Shearman, Connecticut, and F. De Gordy, Providence, R. I. October 5, 1915.

Apparatus for distributing and filling cigarettes into cases, No. 1,156,465. Louis Chambon, Paris, France. October 12, 1915.

Cigarette case, No. 1,156,598. Thomas F. Hathaway, assignor to Elgin American Manufacturing Company, Elgin, Ill., October 12, 1915.

Smoking pipe, No. 1,156,150. Alexander D. Kneuper, Cranford, assignor to A. D. Kneuper Specialty Co., Newark, N. J. October 12, 1915.

Cigar Cutter, No. 1,156,158. Henry Leidel, New York, N. Y. October 12, 1915.

Method and apparatus for extracting nicotine from tobacco materials, No. 1,156,609. Robert G. Mewborne, Louisville, Ky., assignor to the Kentucky Tobacco Product Company. October 12, 1915.

Tobacco pouch, No. 1,156,720. Walter H. Stromeyer, New York, N. Y. October 12, 1915.

Combined cigarette and match box, No. 1,156,732. Thomas H. White, assignor of one-third to G. J. Eder, Baltimore, Md. October 12, 1915.

Freemans Are Busy With "La Flor de Intal" Brands

DESPITE the fact that large shipments are constantly being made from the Manila factories on the "La Flor de Intal" brands sold by Sidney J. Freeman, this representative states that every shipment thus far this year has been sold before it arrives. The business is showing a healthy growth, and Mr. Freeman and his two sons are busy all the time.

S. J. Freeman, after visiting Philadelphia last week, continued to Baltimore and Washington and on through the South. As a result, the office reports some fine orders on "Magallanes," "Puntacima," and "La Flor de Intal" brands.

Albert Freeman has been traveling through southern Pennsylvania and has gathered in some nice orders.

President of Park & Tilford Receives Handsome Gift

At a special meeting of the Board of Directors of Park & Tilford, on October 12th, the seventy-fifth anniversary of the founding of the firm, Frank Tilford, president of the company, was presented with an unusually handsome platinum watch encircled with sapphires. The gift was accompanied by an engrossed testimonial to Mr. Tilford's unceasing and faithful loyalty as president, and to his able management which has placed the house of Park & Tilford in the commanding position which it enjoys today.

Schulte Plans Twenty Stores in Chicago Loop

Plans for the opening of twenty tobacco stores in the loop district of Chicago were recently announced by representatives of D. A. Schulte, president of the Schulte Cigar Stores Company, which operates forty-six stores in New York City.

Agents of Pease & Elliman and the Willard S. Burrows Company, real estate operators in New York, are in Chicago with Mr. Schulte arranging with Francis Manniere for leases, which they declare have been closed on eight stores, which will open in a few days, and on twelve more which are expected to be in operation within a month.

Establish New Cigar Factory

A new cigar factory has been established in Sheboygan, Wis., under the name of Schwitzgoebel & Giesecke, at 614 North Eighth Street. The proprietors are Hugo Schwitzgoebel and Frank Giesecke. Mr. Schwitzgoebel has been in the cigar business eighteen years and worked for some time at the Knauf factory, recently being employed as mail carrier. Mr. Giesecke has been in the cigar-making business for fifteen years and for the past ten years has been identified with Fred Giesman's factory. Both men have long experience and are competent workmen. They expect to give the public a fine quality of cigars.

Cuban Cigar Company Incorporated by Employees

The cigar business formerly conducted by J. Adam Schmidt under the name of Cuban Cigar Company, at 111 Sixth Avenue, East, Cincinnati, O., has been incorporated by the former employees—Charles H. Kottenbrook and George F. Krollmann, for many years salesmen of the firm, John Pfennig, foreman of the factory, and Fred W. Trefzger, bookkeeper and office manager—under the name of "The Cuban Cigar Company."

They will continue to manufacture the well-known brands of "Lau'ery Club" cigars in all their sizes, "Luke McLuke," "Miller Huggins," "Ellis Lakes" and "Robt. S." with the highest grade of tobacco and workmanship.

Competition a Tonic

The merchant who turns a scowl in the direction of a competitor is too small to be in business. What he seeks is not success, but monopoly, and there is only one road to the latter, graft.

The most capable man in the world will grow stale if he has no incentive to spur him on, no opponent to excel, for ninety-nine per cent. of the pleasure of winning a race comes from the knowledge that you can outrun somebody else. You may have a good business, and you may be giving it a great deal of attention, but it is surprising how many more new ideas you will develop, and how much stronger will be your efforts put forth to secure trade if you have a competitor across the street who is playing a fast, heady game.

Then there is another phase to the question. While keen and whole-hearted rivalry in business is to be commended, it must be remembered also that business men must stand together. Every now and again large questions are cropping up which demand concerted action on the part of the merchants and the strength derived from a united front cannot be gained if petty jealousies are permitted to thrive.

There is room for every man in this world, plenty of it—more than he will ever occupy; but at the same time every man was put here to do his best, so hold out a welcoming hand to competition—then sharpen your wits for a stiffer trade-getting campaign.—"The Commercial Review."

Trade Jottings

The "Charles Denby" cigar of H. Fendrich, Evansville, Ind., is having a splendid demand in the Boston market.

The Mendelsohn Company, manufacturers of the "Decision" cigar, announce the completion of a successful campaign at Buffalo, N. Y., on the brand.

An assignment to Bernard H. Sandler was recently made by David Prowler, a dealer in cigars and tobacco doing business at 101 West Broadway and 129 Chambers Street, New York City.

A bid for big business on the "Humo" cigar, manufactured by the Mazer Cigar Company, of Detroit, Mich., is shortly to be made by the Peter Hauptman Company, of St. Louis, who recently took this cigar on for local distribution.

The "Ramon Allones," manufactured by Allones, Limited, Havana, Cuba, and represented in the United States by Thomas F. Healy, New York, has been taken on for distribution by the cigar department of O'Brien & Company, Detroit, Mich.

Demands for the "Nathan Schloss" cigar, carried by the Rothenberg & Schloss Cigar Company, Kansas City, seem to indicate that it will not be long before the brand will have acquired a distinctive place for itself among the more popular cigars.

TOO LATE TO CLASSIFY

Wanted.

POSITION WANTED—Five years' experience as cigar salesman, also long experience in missionary work. Can handle territory alone on good five-cent cigar through jobbers. Must be salary and expenses. If "long shot" or necessary for me to advance expenses, do not answer. Best of references. W. A. Chatterton, care of Eldora Hotel, Wichita Falls, Texas.

RETAIL RINKLES

Catchy Schemes Used Successfully By Thinking Men To Improve, Enlarge and Popularize Their Business . . .

The time is at hand for cigar and tobacco dealers who plan the giving of premiums for the first of the winter holidays to decide just what article will be offered, the amount of certificates or sales slips that will be required for the redemption of the premium, and the means to be adopted for bringing these facts to the attention of the public. Under no circumstance should the matter of the premium, its cost to the dealer or other important detail be left until just before the holiday arrives. The best results can usually be obtained by taking the time and money necessary to procure an accurate mailing list, and thus bring the matter to the attention of friends and the public in general through the medium of imitation or typewritten letters.

Holiday Premiums

This method not only brings the plan direct to the smokers in a given community, but it also secures the sanction of the members of the household, especially if the article be some household necessity, or something that will help the children to pass away the long winter evenings.

To those merchants who do not possess mailing lists, the masquerade festival the last of the current month affords a splendid opportunity to secure a dependable list, by offering inexpensive masquerade novelties to the children for the names and addresses of the male members of their respective households.

When these lists have been secured they should be arranged in alphabetical order, and the letters announcing the premium sent out as nearly as possible at the same time, so that no customer will feel that he has been slighted or neglected should some friend receive his notification at an earlier date.

"The Tobacco World" will be glad to furnish the names of manufacturers of appropriate articles for such use.

* * *

The present month is a timely one for the announcement by cigar and tobacco dealers that they have arranged for the giving of premiums, which under ordinary circumstances can and will be redeemed in time for the holiday season in December. Since the giving of premiums has for its object continued patronage in conjunction with cash sales, it behooves the cigar merchants to select some article that will make a direct appeal at the particular time the dealer has set for its redemption.

Choosing a Premium

While it is true that the articles which pass between friends during the holiday season cover practically an unlimited field, at the same time, certain articles such as jewelry, silverware, cut glass and other household articles are in the majority among the women folks. For the men, there are the usual smokers' supplies, ranging from the cigar cutters, lighters, holders, up to cigars, cigarettes, cases for these, and practically every style of pipes from the "Missouri Meerschaum" to the expensive calabash and genuine Meerschaum.

In many instances the firms supplying the premiums are glad to offer the tobacconist the benefit of their experience with merchants in other localities in selecting premiums that have been successfully introduced, and proven business getters.

October has been called "the month of frosts," and usually as soon as the house cleaning has been accomplished the housewife starts on a campaign of cleanliness that usually carries over to the regular winter weather.

Door Mats for Muddy Days

Frosts mean chilly nights, and chilly nights mean in many instances mud at noon time, so there is one retail cigar and tobacco merchant who will follow out his plan of last year of offering doormats for the redemption of a given number of cash slips, representing goods purchased at his store.

Catering to a wide range of customers, this merchant arranged with a local store to supply mats of whatever quality desired as indicated by the amount described in the certificate which the tobacconist issued when the required number of slips was returned to him. There was a delivery charge of ten cents which was paid by the customer, except where the mat was taken home by the purchaser.

* * *

The average feminine mind does not associate flowers and tobacco, be it in whatever form it may be, with the possible exception of using it in liquid form to kill insects, and this is where one retail cigar merchant turned the tables and secured the good will of the women members of his customers' families. When the time arrives for the removal of household plants indoors, these women will order a given number of flower pots of various sizes, which will be delivered free by this live member of the cigar industry.

Business on Private Brands

These pots will be of the common clay variety, but there is also the more elaborate fern dishes and jardinieres, which can be obtained for the return of a given number of sales slips representing cigars purchased under this dealer's private brand.

* * *

A cigar dealer in the "Land of the Breakfast Food" believes in securing advertising even if the other fellow pays for it, and desiring to introduce a new smoking tobacco, he entered into an agreement with one of the large breakfast food manufacturers, for a given number of cereal dishes, upon which the name of the cereal has been stamped, guaranteeing a bona fide distribution of each dish received unbroken.

Cereals and Tobacco

These dishes were displayed in the window with window cards announcing free distribution, in connection with a sample package of the new brand of smoking tobacco, provided the person securing the dish would leave their name and address. Form letters had been prepared in advance, and these were sent out within a week after the delivery of the premiums.

Even though the dishes were of but average quality, there has been a pronounced increase in the business, and the demand for the new smoking tobacco has showed astonishing results.

The Cuban Market

From Our
Exclusive Bureau
Perseverancia No. 8

Havana, Cuba.

Havana, October 9, 1915.

MORE life has manifested itself in our market during the past fortnight, and the transactions were well distributed between American buyers on the spot, American export houses, commission merchants, exporters to Europe, and our local cigarette manufacturers. Prices have stiffened for all good vegas, while the nondescript leaf can still be had at prices to suit buyers.

Remedios leaf has commanded the most attention, first and second capaduras of last year's crop, and the low grades of the 1915 growth. The Spanish Regie has shown willingness to secure more of our leaf, notwithstanding its heavy purchases last year. The German exporters have shipped to the neutral countries, as well as to the Argentine Republic, fairly large quantities. Part of the latter shipments had been purchased already previously, and at the time had been supposed to have been purchased for the States.

The future evidently looks considerably brighter for our leaf dealers, even if the number of buyers at the moment from the United States is very limited indeed. Beginning with the 1st of November, prices for leaf tobacco will be quoted in Cuban gold coin, or American money, as the Association of Leaf Dealers, Packers and Growers of Tobacco, of the Island of Cuba, voted in favor at its last meeting, on the 2nd inst. As all the charges of making an escogida are already in Cuban gold coin, it was not more than right to make this change. The respite of the month of October was conceded, in order to give our leaf dealers a chance to conform their books to the new ruling, as upon December 1st the new Treasury regulations are taking effect. Spanish silver is at a discount of twelve to thirteen per cent., and the copper coins at a discount of thirty per cent. against the Cuban or American dollar. Exchange on New York remains steady at one hundred and ten and one-half per cent., or varying a fraction of one-eighth per cent. only, from day to day. Upon November 1st the American buyer will have to pay about one-quarter per cent. additional for exchange when purchasing leaf in our market.

Sales during the past fortnight totaled 15,060 bales, which consisted of: Vuelta Abajo, 5267; Partido, 1613, and Remedios, 8180 bales.

Buyers were: Americans, 7340; exporters to Europe, 3361; to the North Coast of Africa, 150; shippers to South America, 907, and our local manufacturers of cigars and cigarettes, 3302 bales.

Exports of leaf tobacco, from the port of Havana, for the three weeks ending October 6, 1915, totaled 19,070 bales, which were distributed to the following countries, viz.: To all ports of the United States, 15,163; to Canada, 245; to Great Britain, 80; to Spain, 179; to the Netherlands, 700; to Denmark, 582; to the Canary Islands, 14; to the North Coast of Africa, 150; to Mexico, 50; to Panama, 23; to the Argentine Republic, 1551; to Uruguay, 312, and to Chile, 22 bales.

Receipts of Leaf Tobacco From the Country

For two weeks ending Sept. 30, 1915.			Since Jan. 1, 1915.	
Vuelta Abajo	6,191	bales	100,711	bales
Semi-Vuelta	1,302	"	13,653	"
Partido	1,761	"	13,292	"
Remedios	16,739	"	119,778	"
Oriente	4	"	7,997	"
Total	25,997	"	255,431	"

Buyers of Leaf Tobacco That Come and Go

Arrivals—From New York: David Simmerman, of David Simmerman & Company; B. Castellane, of B. Castellane & Company; Jose Negreira, of Jose Negreira, and Jose Menendez, of Jose Menendez.

From Tampa: Francisco Gonzalez, of Garcia & Vega; Francisco Arango, of Arango, Villazon & Company.

From Key West: Vivian M. Myers, of the Cortez Cigar Company.

From Chicago: Harry Landfield, of Landfield & Steele.

Departures—To New York: Marcelino Perez, Manuel Rodriguez, Joseph Frankfort, Richard Sichel, Maximilian Stern, David Simmerman, B. Castellane and Jose Negreira.

To Tampa: Celestino Vega, Francisco Gonzalez and Angel L. Cuesta.

To Chicago: Ben Rothschild and Julius Fernbach.

To Key West: Vivian M. Myers.

Cigars

The British Parliament raised the duties fifty per cent. on the existing rates, or from seven shillings per pound to ten shillings sixpence per pound. We do not know what the effects may be later on, although for the time being a few orders for higher priced cigars have come to hand, by cable, since the passing of the law, but the former canceled orders have not been renewed yet. There are some holiday orders from the United States, but they are not as large as in former years at this period of the year. A few factories which had discharged cigarmakers have commenced to seat others again, but there are still quite a number unemployed.

We now let the following export statistics, from the port of Havana, as per our official customhouse returns, speak for themselves, thus:

Exports from Sept. 1 to Sept. 30, 1915,	8,331,130	cigars
Exports from Sept. 1 to Sept. 30, 1914,	6,099,946	"
Increase during the month of Sept., 1915,	2,231,181	"

Increases in September, 1915, by countries, as compared with 1914:

1. Great Britain	2,782,845	cigars
2. Netherlands	394,000	"
3. Chile	205,466	"
4. France	136,550	"
5. Egypt	88,370	"
6. British Africa	41,000	"
7. Panama	18,500	"
8. Brazil	13,970	"
Total	3,680,701	"

The following seven countries show decreases in September, as compared with 1914:

1. United States	778,768	cigars
2. Canada	346,175	"
3. Spain	129,735	"
4. Australia	99,855	"
5. Argentine Republic	41,699	"
6. Russia	40,975	"
7. Spanish Africa	26,500	"
Total	1,463,707	"

Exports from Jan. 1 to Sept. 30, 1914,	98,318,034	cigars
Exports from Jan. 1 to Sept. 30, 1915	83,888,651	"
Decrease during the first ten months of 1915,	14,429,383	"

Of the nine principal consuming countries, which import at least 1,000,000 cigars from us annually, we have now eight countries which show the following decreases, viz.:

1. Germany	5,187,946	cigars
2. Canada	4,270,437	"
3. Spain	3,496,611	"
4. France	2,427,126	"
5. United States	1,982,174	"
6. Australia	1,591,535	"
7. Chile	164,877	"
8. Argentine Republic	9,399	"
Total	19,130,105	"

The only country which shows an increase over last year is:

9. Great Britain	3,424,295	cigars

Romeo y Julieta having received more orders had to increase the number of its cigarmakers and is quite busy at present.

Partagas also added a few more cigarmakers to its force of men, and reports good orders in all directions.

H. Upmann is working at present quite strong for the principal consuming countries.

Por Larranaga has also received more orders of late, and is now fully occupied, as much as in the month of last August.

Sol and La Devesa de Murias is working normally at this season of the year.

Leaf Tobacco

Leslie Pantin made the first direct shipment, in three railroad cars, from the Arsenal docks to Chicago direct in bond of 485 bales and 20 barrels of stripped fillers. The goods are consigned to Rothschild, Sons & Company, of Chicago, and were transported by the ferryboat "H. M. Flagler" to Key West. The consignees are saving time and any possible damage through handling and lighterage risk. Mr. Pantin also had purchased 1185 bales of leaf for account of his customers in the last fortnight.

Fernando Cardenas returned from his travels, all over the United States, in the interest of Bridat & Company.

Jose C. Puente & Company were sellers of 717 bales of leaf in the last two weeks.

Berriman Brothers bought 830 bales of Vuelta Abajo and Partido when Matt Berriman was here.

Jose F. Rocha sold 701 bales of leaf tobacco of all kinds to his customers.

Marcelino Perez was a buyer of 820 bales of fine factory vegas for his Tuval factory.

I. Kaffenburgh & Sons disposed of 350 bales of their new Remedios packings.

Vivian M. Myers, just before leaving for Key West again, purchased the renowned vega, Manuel Valle, of San Juan y Martinez, of last year.

Shippers of 200 bales of leaf tobacco and above from the port of Havana during the last two weeks were:

J. Bernheim & Son, 1176; Leslie Pantin, 924; Mark A. Pollack, 827; H. Upmann & Company, 765; Cuban Land and Leaf Tobacco Company, 720; Manuel Suarez, 712; Walter Sutter & Company, 429; Adolfo Moeller, 402; J. Perlman & Company, 362; Sobrinos de A. Gonzalez, 332; Diaz, Herrera & Company, 298; Jose Suarez & Company, 276; M. A. Gunst & Company, 221; Maximilian Stern, 200; Menendez & Company, 584.

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Slight Decreases in September in First Ohio District

Although September was not a particularly brisk month with the manufacturers of cigars and tobacco in the First Ohio Internal Revenue District, the month as a whole compared fairly well with the corresponding month last year, only slight decreases in production being recorded.

Considerable satisfaction is derived from the fact that manufactured tobacco, including all smoking and chewing brands made in Cincinnati and vicinity, show an increase for the expired portion of the calendar year as well as the first quarter of the new fiscal year. Although a decrease is recorded in both instances for cigars it is not of such proportions that the difference cannot be made up before the end of the year, and local manufacturers expect to do this, once the holiday demand is in full swing.

The total collections of internal revenue from all sources on tobacco in the First Ohio District during the month of September amounted to $261,746.39, as contrasted with $263,363.91 the corresponding month last year, making a decrease of $1,617.52, or not quite 1 per cent. The collections for the expired nine months of the current calendar year amounted to $1,177,910.93, as against $2,188,460.69 the corresponding period last year, making a decrease of $10,549.76, or about 5 per cent.

The total production of cigars during the month of September was 14,970,460, a decrease of 8,390, or only a very small fraction of 1 per cent. in comparison with the corresponding month last year. The output of manufactured tobacco totaled 2,710,438 pounds, a decrease of 19,904 pounds or not quite 1 per cent.

The record for the expired nine months of the current calendar year reveals the following comparisons in contrast with the corresponding period last year: Large cigars decreased 5,163,284, or 4 per cent.; small cigars increased 2,500; cigarettes decreased 5,781; snuff decreased 25 pounds; manufactured tobacco increased 61,986 pounds, or not quite 1 per cent.

For the expired three months of the current fiscal year, cigars show a decrease of 592,460, or 1 per cent., and manufactured tobacco shows an increase of 139,860 pounds, or not quite 2 per cent. as compared with the corresponding period of the last fiscal year.

San Francisco

September a Banner Month for Coast Trade—Cigar and Tobacco Day to Be Notable Affair—Plans Completed for New John Bollman Company Building—C. H. Knubel Busy With "Charles the Great" Brand

San Francisco, October 5, 1915.

IT is pretty generally admitted that the month of September just closed was the very best month of the year, taking the trade as a whole. City trade appears to be in better shape than country business just now, though prospects in the country are excellent. Country travelers are not doing quite so well as the city salesmen, though California seems to be better off in this respect than the northern States of the Coast. Business in Oregon and Washington is still a little slow—particularly in the western halves of those States—owing to the slump in the lumber industry; but probably the thing that affect the cigar and tobacco dealers most in these States is the coming of prohibition which is due in both on the 1st of January next.

With National Cigar and Tobacco Day only a week off, the local trade is expecting to make the occasion a notable one. Everybody has been working hard for a number of weeks; and it is believed that something more than a success will be achieved. The Ways and Means Committee which has been laboring hard all along to secure the wherewithal to make the occasion the desired success, has now secured a goodly total of contributions, and the final arrangements for the spectacular part of the programme are now under way. A large number of special floats will be representative of the large local jobbing houses and of special brands of cigars. Contracts have already been let for three large floats to play a leading part in the parade.

There has been something of a scattering this week of the "Higher-ups" of M. A. Gunst & Company, who have been gathered on the Coast. Both Morgan Gunst and Alfred Esberg, of the company, left for New York early in the week.

Ed Marshall, traveling representative of Sig Mayer & Company, is calling on the San Francisco trade again this week in the interest of the "Rey Oma" line of cigars.

L. O. Bullock and Mrs. Bullock, of Richmond, Va., arrived in San Francisco a few days ago for a visit at the Exposition.

Plans are now completed and the specifications will soon be out for the fine four-story and basement fireproof factory building of the John Bollman Company. The building will be erected at Fourth and Brannan Streets in the wholesale section of the city.

Plato & Roberts have succeeded to the retail cigar and tobacco business of O'Shea & Plato at Willows, Cal.

The store of Samuel Israel, at 314 Jackson Street, was broken into and robbed of cigars to the value of about $200 a few days ago. Entrance was effected through a broken window, in the early morning.

The cigar store of Joseph Schuler, at San Diego, Cal., has been bought by Lemoine & Weisse of the same place.

The news that the United Cigar Manufacturers Company had bought out the business of Bondy & Lederer stirred up a lot of interest here, as the stockholders of M. A. Gunst & Company, of this city, are heavily interested in the United Cigar Manufacturers Company. Just what effect the deal will have on the local trade is not known. The "Watt" cigar, manufactured by Bondy & Lederer, has long been sold in this territory by H. L. Judell & Company. Some change in the distribution of this line is naturally expected.

Charles H. Knubel, who has made rather a longer stay than usual in California, has now left for the Pacific Northwest for his usual long trip over the entire Western territory. Mr. Knubel's chief line is the "Charles the Great."

Salin & Larco have bought out the retail cigar business of W. H. Dunlap, at 105 Powell Street.

Michalitchke Brothers & Company report the arrival of the first of the new "Alexander Humboldts." Arthur Meyer, factory representative for Bustillo Brothers & Diaz, says that the dealers are showing a lot of interest in the new goods.

Thomas Reynolds, of the firm of T. & E. Reynolds, of Woodland, Cal., died at his home in that city a few days ago.

C. "Webster" McCormick, Western traveler for Y. Pendas & Alvarez, arrived in San Francisco this week from the East, coming in by the way of Seattle and Portland.

R. E. Lane, American representative of the "Partagas" line of cigars, has been calling on the local trade this week.

S. Testorelli has opened with cigars and a well equipped billiard parlor at Santa Rosa, Cal.

Henry Bohls, a local tobacco manufacturer, is back in San Francisco after a short run to San Diego, to take in the Exposition in that city. On the way back he stopped for a few days at Los Angeles.

Charles Goldsmith, one of the big men in the jobbing house of Isadore Cohen, at Sacramento, Cal., spent last week interviewing the trade in San Francisco.

Willard Brothers, old-time cigar jobbers of San Francisco, whose name has long been connected with that of the "Espina" cigar, have dissolved partnership. Maurice Willard will retire from the firm, and, so far as is known, will retire from the trade. Jules will continue the business, and will continue to use the old and well established firm name. The old location, at 316-320 Battery Street, will be continued.

Otto Erdt, manager of the cigar department of Jevne & Company, the leading high-class retail grocers of Los Angeles, Cal., has been in San Francisco this week visiting friends in the trade and taking a look at the Exposition. He reports that business in Los Angeles is looking up as the season advances.

R. C. Bondy, of Bondy & Lederer, is reported on his way West. He is thought to be headed for the Exposition, and is expected to reach San Francisco in time for National Cigar and Tobacco Day.

Allen.

Retail Tobacco Prices in Britain Keep Step With Duties

Reference was made at a meeting of the Mersey Docks and Harbor Board, Liverpool, England, recently to the huge stocks of tobacco which were in the bonded warehouses of the board. A record was reached in February last, when the stocks amounted to 150,625 casks. At the present time the stocks consist of 143,830 casks, and are much larger than in the corresponding period of last year. When the winter stocks begin to arrive there is a probability that a new record will be set up.

The Imperial Tobacco Company states that the effect of raising the tobacco duty by fifty per cent. will be to increase retail prices as follows:

Tobaccos previously sold at 4½d per ounce or less will be increased by 1½d per ounce; tobaccos previously sold at 5d per ounce and upward will be increased by 2d per ounce.

Cigarettes: Penny packets will now contain four cigarettes; 2½d packets will be raised to 3½d; 3d packets to 4d, and 4d to 5d. Ninepenny boxes will be raised to 1s.

NOW AND FOREVER
Reynaldo

Tobacco Chewing May Soon Be Thing of Past

War conditions prevailing abroad having stopped the importations of licorice root into this country, the bonded warehouses utilized for its storage have been closed and the storekeepers discharged. This means that the licorice flavoring will have to be eliminated from chewing tobacco, and that hereafter consumers will have to get along as best they can without it. Relative to this, much apprehension is felt by the manufacturers of chewing tobacco in this country, inasmuch as they feel that if a substitute cannot be found for the licorice, the devotees of the habit will not be long in giving it up. It is stated that certain grades of chewing tobacco contain as much as 40 per cent. of licorice flavoring. Formerly shiploads of licorice were made to this country from Turkey, but the unfortunate state of affairs now existing as the result of the circumstances which have arisen, has brought all shipments along this line to a standstill.

Former Salesmen Make Success of Cigar Manufacturing

Among the successful salesmen who have given up the road to enter business for themselves is W. P. Vollert, now president of the Mi Lola Cigar Company, of Milwaukee, Wis., and Augustus C. Kurz, vice-president of the same concern.

Mr. Vollert formerly sold candies and made a big success with his "pleasing personality," as his friends in the trade put it.

Mr. Kurz, after a decade on the road for the Schuster Tobacco Company, now enjoys the management of the Mi Lola factory in addition to his official position in the corporation. He is a busy man, for in addition to his other duties he looks after the work of some 250 cigarmakers.

The premier salesman for the "Mi Lola" is Herbert C. Baer, who corrals the big orders. Ben Wyler, formerly of the Graf Cigar Company, is another salesman whom everybody knows and likes.

Henry C. Piehler, a popular salesman of thirty years' experience, covers the city. George Harrigan, though tracing his ancestry to the Green Isle, is no greenhorn, but captivates them with his blarney. Harry C. Wagner looks after the Gopher State, while C. C. Cornfield cultivates the cornfields of Illinois, notably Chicago.

Now and Forever
Reynaldo
MILD HAVANA CIGAR

"Made So Well This Generation, It Will Remain the Next Generation's Favorite"

LUCKETT, LUCHS & LIPSCOMB
BULLETIN BUILDING PHILADELPHIA

Trade Jottings

An excellent demand on "Charles the Great" after-dinner shapes is reported by Si. Rich, Portland, Ore.

The popular "Centropolis" cigar, manufactured by A. Santaella y Ca., is being featured by Chess Lagomarsino, of Atlanta, Ga.

Both stores of Loritz Brothers, distributors, Denver, Colo., are featuring the "Bold" cigar, manufactured by Bobrow Brothers, Philadelphia, Pa.

The Blakeslee-Snyder Company, Buffalo, N. Y., have taken on for distribution the "Dawn" cigar, manufactured by Sig. C. Mayer & Company, of Philadelphia.

The well-known "El Dallo" cigar of Wertheimer Brothers, Baltimore, Md., has just been taken on for local distribution by Bourg & New, Incorporated, Seattle, Wash.

George N. McCrea recently leased the cigar stand in the Hotel Landour, Minneapolis, Minn., and took possession October 1st. The stand was formerly operated by the hotel management.

A large assortment of the leading imported and domestic cigar brands are being carried by the cigar department in the recently opened drug store of C. J. Dwyer & Sons, Fillmore and Rodney Avenues, Buffalo, N. Y.

Mr. McKinnon, having sold out his interest in the cigar stores in the Hotel Stratford, Chicago, Ill., to Mr. Cameron, the firm of Cameron & McKinnon has been dissolved, and Mr. Cameron will hereafter conduct the business on his own account.

J. A. Downward, A. R. Langley, W. A. Brown, H. L. Corliss, Tim Collins and M. L. Kirkpatrick, of Cincinnati, O., are named as the incorporators of the Growers' Warehouse Company, of Brooksville, Ky. The capital stock is listed at $10,000.

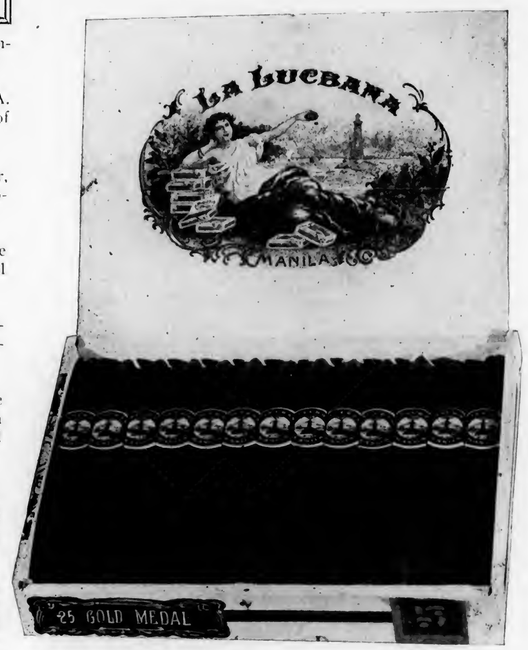
I. Samuelson & Company, Memphis, Tenn., local distributors for the well-known "San Felice" cigar, manufactured by the Deisel-Wemmer Company, Lima, O., were recently in receipt of a visit from representative Florsheim, of the company.

Following the completion of alterations to the two storerooms in the Turner Building, St. Louis, Mo., just recently leased by the Stickney-Hoelscher Cigar Company, of that city, the same will be occupied by the company as headquarters and salesrooms.

The John T. Woodhouse Company, Detroit, Mich., distributors of the "Palma Villa" five-cent cigar, manufactured by the American Cigar Company, are being assisted in their work on this brand at the present time by H. H. Parr, of the latter company.

"Leola" and "Pullman Diner," private brands, are the cigars that are to be featured by the Spanish-American Cigar Company, Chicago, Ill., just recently incorporated with a capital of $100,000 for the purpose of manufacturing and jobbing cigars. Offices and salesrooms will be located at 31 North Fifth Avenue. Attention will also be given to a complete line of outside brands.

A Popular-Sized Manila Brand



Gold Medal sizes of the famous "La Yucbana" brand continue to hold their popularity and sales show a steady increase. The cigar is sold by the Manila Commercial Company, 45 Broadway, New York City.

Tobacco Men Protest Ban on Licorice Shipments

Representative Charles M. Stedman spent a day in Winston-Salem recently, conferring with the manufacturers of tobacco with reference to the effect upon these enterprises of the action of the English and French Governments in holding up shipments of licorice root, which importation is largely used by tobacco manufacturers. Maj. Stedman will go to Washington and take the matter up with Secretary of State Lansing, and will probably confer with President Wilson also.

Use of Tobacco in War

The beneficent effects of tobacco at the front were affirmed by the "Lancet" as long ago as 1870, when the question was being discussed in connection with the Franco-Prussian war, says the London "Daily Chronicle." "The soldier," it was said, "wearied with long marches and uncertain rest, obtaining his food how and when he can, with his nervous system always in a state of tension from the dangers and excitement he encounters, finds that his cigar or pipe enables him to sustain fatigue with comparative equanimity. . . . For the wounded it is probable that tobacco has slight anodyne and narcotic properties that enable the sufferer to endure pain better during the day and to obtain sleep during the night."

THE TOBACCO WORLD REGISTRATION BUREAU

The Tobacco World, established in 1881, has maintained a Bureau for the purpose of Registering and Publishing claims of the adoption of Trade-Marks and Brands for Cigars, Cigarettes, Smoking and Chewing Tobacco, and Snuff. All Trade-Marks to be registered and published should be addressed to The Tobacco World Corporation, 236 Chestnut Street, Philadelphia.

One Dollar for each title must accompany all applications. In case title or titles cannot be registered owing to prior registration, same will be returned immediately, less our usual charge for searching and return postage, or it will be credited if desired.

☞ Positively no responsibility assumed for errors, duplications or any controversies which might arise. We will not under any circumstances act in a legal capacity in cases concerning disputed titles. We maintain a bureau of records only.

REGISTRATIONS.

ROYAL SIOUX:—31,166. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. September 30, 1915. Pasbach-Voice Litho Co., New York, N. Y.

PACKEY MAC:—31,167. For cigars, cigarettes, cheroots, chewing and smoking tobacco. September 30, 1915. Heineman Bros., Baltimore, Md.

MARTAGON:—31,168. For cigars. October 2, 1915. Petre, Schmidt & Bergman, Philadelphia, Pa.

MISS CLEVELAND:—31,169. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. October 5, 1915. Frank Csorba.

SUMMER GIRL:—31,170. For cigars, cigarettes and tobacco. October 6, 1915. Wiedmann-St. Louis Cigar Box Co., St. Louis, Mo.

GRISWOLD DRUG CO.:—31,171. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. October 6, 1915. Michigan Cigar Box Co., Detroit, Mich.

TRACTOR:—31,172. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. October 7, 1915. Pasbach-Voice Litho Co., New York, N. Y.

VENE DE ORO:—31,173. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. October 7, 1915. Pasbach-Voice Litho Co., New York, N. Y.

SUPER VANA:—31,174. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. October 7, 1915. Pasbach-Voice Litho Co., New York, N. Y.

MURTAZA:—31,175. For cigars. October 7, 1915. Petre, Schmidt & Bergman, Philadelphia, Pa.

S. L. & S. PORTO RICO:—31,176. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. October 8, 1915. S. Loewenthal & Sons, New York, N. Y.

JIM WOBBLY:—31,177. For cigars. October 8, 1915. Mr. St. Anna, Chicago, Ill.

COSTELLO BROS. HAND MADE, PAWTUCKET, R. I.:—31,178. For cigars. October 9, 1915. Bayuk Bros. Co., Philadelphia, Pa.

MAXINO GRANDE:—31,179. For cigars. October 11, 1915. M. Edelman.

PREVENTION:—31,180. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. October 11, 1915. Ed. C. Kunkle.

NATIONAL CROATION SOCIETY OF AMERICA:—31,181. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. October 12, 1915. Tony Tomljanovich, Canton, Ill.

HOME BOOST:—31,182. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. October 12, 1915. Jacob Kohl.

This design registered October 8, 1915, for cigars, cigarettes and tobacco by S. Loewenthal & Sons, New York, N. Y.

TRANSFER.

HAVANA BLEND:—24,622. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Transferred September 30, 1915, to L. F. Sanders, Jacksonville, Ill., by L. S. Kent Cigar Co., South Bend, Ind.

CANCELLATION.

S. L. & S. PORTO RICO:—31,176. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered October 8, 1915, by S. Loewenthal & Sons, New York, N. Y. Cancelled October 11, 1915.

Leaf Tobacco Notes

WISCONSIN

La Crosse, Wis.

Tobacco experts here have estimated that the crop in Wisconsin this year will be damaged to such an extent that it will be worth about $1,000,000 whereas the general value of it is estimated at $6,000,000.

The loss this season will mount into the millions, possibly only about ten per cent. of the crop being of the best quality, because the weather has been too wet for proper curing in the sheds. The burn may cause further losses. Some farmers are building fires under the tiers to preserve the shedding weed.

Following closely upon the recent disastrous hailstorms the growing districts south and southeast of La Crosse were flooded with heavy rains. Hailstorms did considerable damage in Vernon County and in sections around Madison, Stoughton, McFarland and Sun Prairie.

Possibly from ten to twenty-five per cent. of the crop had been harvested before these disasters appeared and a large portion of that has been rendered almost useless.

New stemming goods will largely predominate in the crop.

PENNSYLVANIA

Lancaster, Pa.

The first sales of Lancaster County's new tobacco took place last week, thirty-one and one-half acres of Havana seed grown along the Susquehanna River having been sold by half a dozen growers for prices ranging from sixteen to nineteen cents a pound for wrappers and two to three cents for fillers. These prices are four cents higher than were paid for the 1914 tobacco, and it is believed prices will advance for the new Havana goods. Most of the Havana grown in this county is along the Susquehanna, where the soil is specially adapted for it.

So far no Pennsylvania broadleaf has been sold and none is likely to be disposed of until stripping is finished in December. On account of the high prices being asked for Ohio tobacco, which is Pennsylvania's keenest and most dangerous competitor, it is believed that Lancaster County's new crop will be in great demand on account of it being so much cheaper. But it is thought the demand will result in the growers getting good prices for it.

BUSINESS OPPORTUNITIES

For Sale, Wanted and Special Notices

RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

Special Notices.

MONROE ADLER,
CIGAR BROKER,
186 N. La Salle St., Chicago, Ill. 6-17-he

LANCASTER STOGIE COMPANY,
MANUFACTURERS OF HIGH GRADE STOGIES,
130 Water St., Lancaster, Pa.

HIGHEST GRADE OF WHEELING STOGIES—That will please the most exacting smoker, are made by C. A. Kaso, Seventh and Main Streets, Wheeling, W. Va.: Factory 33; Established 1898.

Wanted.

ADLER & MYERSON, INC.,
Buyers of Cuttings, Scraps and Siftings,
332 East Forty-eighth Street, New York City.

WANTED—Cuttings, Scraps, Tucks, Siftings and Dust. Any quantity. Cash on arrival. Aetna Tobacco Company, 428-430 East 106th Street, New York.

WANTED—By a salesman working the jobbers in South Carolina and Georgia, a good three-for-five-cent cigar; also a two-for-five-cent, and a good domestic and Havana five-cent cigar, on commission basis. All I want is a trial. Address, Salesman, P. O. Box 665, Augusta, Ga.

IMPORTANT NOTICE TO CIGARETTE MANUFACTURERS—We manufacture cigarettes for the trade; we also supply tobacco boxes and labels 25 per cent. cheaper than elsewhere. Brands registered. Write for particulars. Live distributors wanted. The Soter Company, 225 Canal Street, New York City.

Help Wanted.

EXPERIENCED DECORATOR will arrange for displays in cigar store windows in Philadelphia. Box 888, "Tobacco World."

For Sale.

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 859 E. 78th St., New York. 9-1-tf

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

FOR SALE—Cigar and Cheroot factory, fully equipped. Can be bought reasonable. Building included in sale or can be leased for a long period. Ohio Cigar Company, Springfield, Ohio.

Richmond Tobacco Trade Elects

Because of extreme dry weather in the planting and curing seasons, sales of tobacco on the Richmond market last year were smaller and brought lower prices than in recent years, according to the report made for the year ending September 1st last, by President Will L. Hazel, at the annual meeting of the Richmond Tobacco Trade. Officers and directors were elected as follows:

President, Will L. Hazel; vice-president, Nat Frazier; secretary-treasurer and inspector, Edward Winfree. Directors: Will L. Hazel, Nat Frazier, John M. Taylor, John L. Wingo, Julius A. Hobson, W. W. Morton, T. M. Carrington, S. R. Rose and L. L. Strause.

President Hazel's report showed the total sales for the year were 7,406,100 pounds at an average price of $6.78 per hundred. Transportation companies' reports show that 116,464,681 pounds of tobacco were delivered to Richmond manufacturers and dealers.

Tobacco Board of Trade of Mebane, N. C., Organizes

The Tobacco Board of Trade, of Mebane, N. C., has been organized and the following officers were elected: President, T. E. Gordon; secretary and treasurer, F. W. Graves; sales manager, W. Y. Malone; arbitration committee, Murray Furgeson and J. N. Warren. The work of the board is to perfect the system of handling and regulating the rules of selling tobacco on the local market.

A discussion at length with the warehousemen brought out the following facts in regard to the crop and condition of tobacco in this immediate section: A little more than an average amount of tobacco has been raised in the section Mebane draws from. There is very little fancy leaf, but most of the crop is said to be good, working, ripe, sweet, forward tobacco, with practically no second growth, and it is generally well cured. Mebane expects at least 3,000,000 pounds during this season and all those interested in the local market are fixing their eyes on these figures and above.

"Black Patch" Tobacco Reported in Good Shape

About 75 per cent. of the tobacco in the Hopkinsville region has been cut and much of it has been cured. The crop generally is reported to be in good shape and no injury was sustained in the light frost.

Just when the local buying season will open is a matter of conjecture. Dealers and farmers alike, notwithstanding conditions brought about by the European war, are hopeful of good prices. As yet the buyers haven't had final instructions and until these are received from the concerns they represent the date for the opening of the market will not be fixed.

The Planters' Protective Association, which for a number of years has been an important factor in the tobacco situation throughout the Black Patch, may be discontinued, although a strong effort is being made to obtain pledges sufficient to hold the organization intact. At the last meeting of the board of directors it was definitely decided that unless 65 per cent. of the dark tobacco was pooled before October 21st that the association would be dissolved. This means that 135,000 acres will have to be pledged by that date.

While several of the counties in the Black Patch have good organizations, some of them have none at all and several practically none. The officials of the association declare that there never was a time when the farmers needed the help of an organization of this sort, owing to the war, but that it will be useless to attempt to maintain one unless at least 65 per cent. of the tobacco is pledged.

WILL SACRIFICE
Connecticut Broad Leaf
For Cash, 1913-1914 All Grades
Address: SACRIFICE, P. O. Box 130, Hartford, Conn.

NEWMANN & GACH - Fancy Connecticut Wrappers and Havana our Specialty - Chicago

Meet me at the Tuller

For Value, Service, Home Comfort

New HOTEL TULLER
Detroit, Michigan
Center of business on Grand Circus Park. Take Woodward car, get off at Adams Avenue
ABSOLUTELY FIREPROOF
200 Rooms, Private Bath, $1.50 Single, $2.50 Up Double
200 " " " 2.00 " 3.00 " "
100 " " " 2.50 " 4.00 " "
100 " " " 3.00 to 5.00 " 4.50 " "
Total 600 Outside Rooms
ALL ABSOLUTELY QUIET
Two Floors—Agents' Sample Rooms
New Unique Cafes and Cabaret Exellente

A New Window Trimming Book

¶ The most useful window trimming book that has yet been offered to the public.

¶ This book contains a total of 150 background drawings and a number of small detail sketches.

¶ The first half of the book has the displays arranged in the order in which they should be installed.

¶ The backgrounds are arranged in such a way that anyone can follow them out.

¶ The editor has had more than twenty-five years' experience in every phase of window trimming and it has taken ten years' continuous work to prepare the drawings. Every merchant should possess a copy of "SHOW-WINDOW BACKGROUNDS". Prepaid, $1.50.

Tobacco World
236 Chestnut Street Philadelphia

JOHN F. HEILAND & CO.
Lancaster County Fancy B's
LANCASTER, PENNA.

J. K. LEAMAN
Packer of and Dealer in Leaf Tobacco
Office and Salesroom
110-112 W. Walnut St., LANCASTER, PA.
Warehouse: Bird-in-Hand, Lancaster Co., Pa.

John F. Nissly & Co
Packers and Dealers in
LEAF TOBACCO
And Importers of HAVANA
No. 143 Market Street, Lancaster, Pa.

Established 1890 Correspondence Solicited
KEYSTONE VARIETY WORKS
HANOVER, PENNA.
Cigar Ribbons, Silk Imitation and Muslinola Ribbon Printed or Stamped in Gold or Silver
Labels. Stock Cards. Give Us a Trial. We Want Your Opinion

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of LEAF TOBACCO
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

For Genuine Sawed CIGAR BOXES, Go to Established 1880
Keystone Cigar Box Co., Sellersville, Pa.
Our Capacity for Manufacturing Cigar Boxes is Always Room for One More Good Customer
MONROE D. SELLERS, SELLERSVILLE, PA.

The Standards of America:
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

JOSE F. ROCHA Cable: "DONALLES"

Havana Leaf Tobacco

Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba

SAN MIGUEL 100 HABANA, CUBA

M. A. SUAREZ & CO.
S. en C.,

Growers, Packers and Dealers in **Leaf Tobacco**

Figuras 39-41, Cable "CUETARA" Havana, Cuba

LOEB-NUÑEZ TOBACCO CO.

IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO

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K. STRAUS & CO.

Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

HIPPLE BROS. & CO.

Importers of Havana and Sumatra and
Packers of Seed Leaf Tobacco
Finest Retail Department in Pennsylvania

151 North 3d St., Philadelphia

For Quick Results
try The World's "Want Page"

A. Cohn & Company

Importers of Habana and Sumatra, Packers of Seed Leaf Tobacco and Growers of Georgia Sumatra

142 Water Street, . . . New York

Established 1870 Factory No. 79

S. R. KOCHER
Manufacturer of Fine Havana and Domestic Cigars
and packer of Leaf Tobacco
Leading brands—"Volitta," "Quaker," Nabobs," "1-4-5," "Havana Cream," "Imperial Beauty," "Little Yara"
Correspondence with wholesale and jobbing trade invited
Factory and Offices: WRIGHTSVILLE, PA.

MANUEL MUNIZ HILARIO MUÑIZ
VENANCIO DIAZ, Special Partner

MUNIZ HERMANOS
S en C
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Make tobacco mellow and smooth in character and impart a most palatable flavor
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Write for List of Flavors for Special Brands
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167 W. WASHINGTON ST. CHICAGO, ILL.

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The Truly Spanish House

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They represent the standard in Clear Havana cigars. The cigars sold under this seal are more in demand today than ever before.

Not a vacant seat in our big factory and the output passes all records. But still we can give you PROMPT SERVICE and the BEST CIGARS.

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Kings Club

Clear Havana—Made in Tampa

A Favorite with the BEST Cigar Stores Restaurants Hotels and Clubs

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New York Distributers

LOUIS G. SMITH & CO., 52 Beaver Street

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Havana Cigars

For Men of Means

Renowned for Uniformity

IDENTIFIED BY THE GREEN AND GOLD BAND

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Nationally Famous

In California, in Maine, in Florida, in Michigan and intermediate points, men are smoking and enjoying **Bold** cigars. In short, from the Pacific to the Atlantic, from the Lakes to the Gulf, **Bold** has been acclaimed

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Jobber, Dealer, Consumer everywhere know **Bold** cigars. They know quality, and "Quality will be served."

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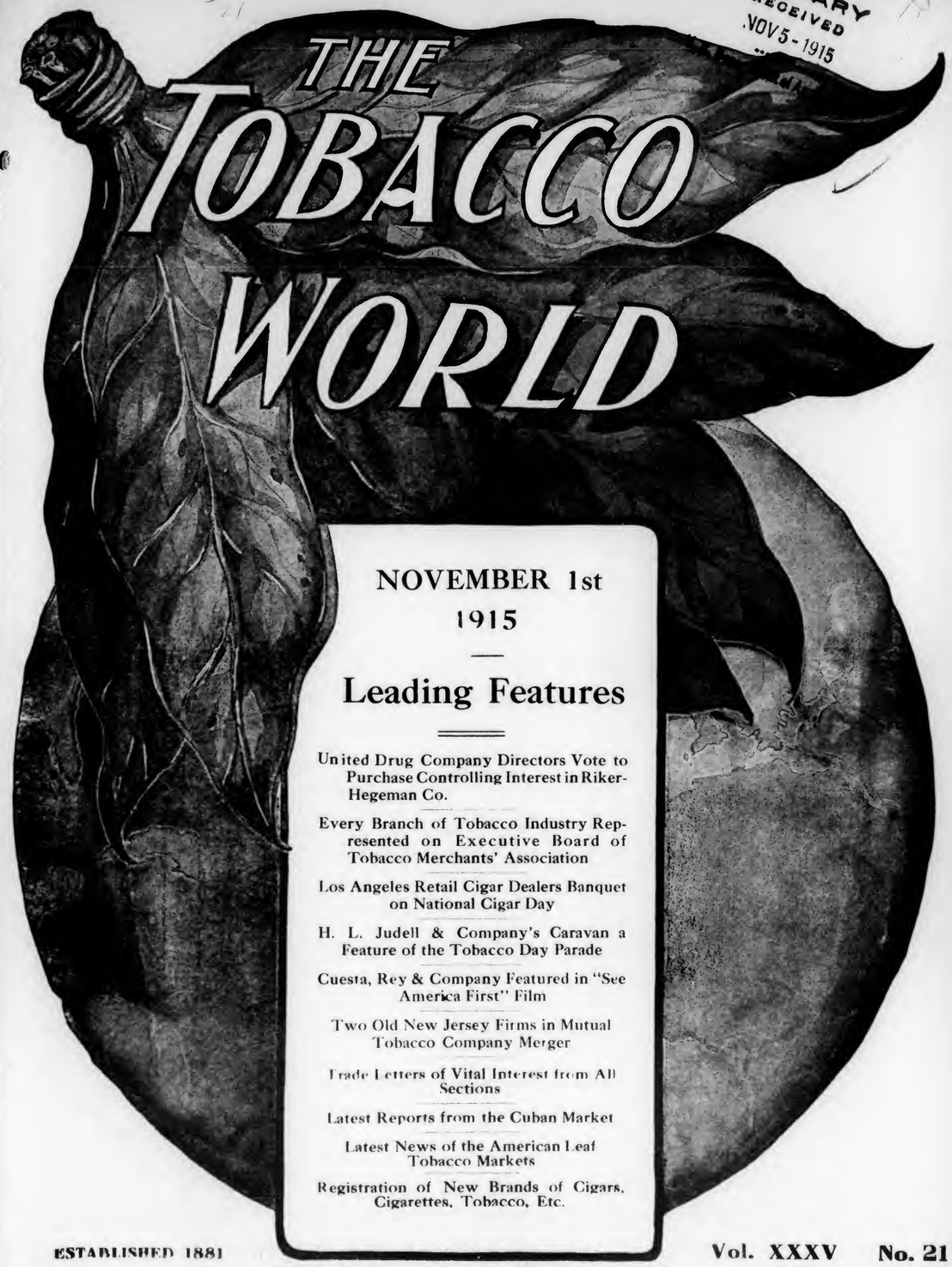

THE TOBACCO WORLD

NOVEMBER 1st
1915

Leading Features

United Drug Company Directors Vote to Purchase Controlling Interest in Riker-Hegeman Co.

Every Branch of Tobacco Industry Represented on Executive Board of Tobacco Merchants' Association

Los Angeles Retail Cigar Dealers Banquet on National Cigar Day

H. L. Judell & Company's Caravan a Feature of the Tobacco Day Parade

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Two Old New Jersey Firms in Mutual Tobacco Company Merger

Trade Letters of Vital Interest from All Sections

Latest Reports from the Cuban Market

Latest News of the American Leaf Tobacco Markets

Registration of New Brands of Cigars, Cigarettes, Tobacco, Etc.

ESTABLISHED 1881 Vol. XXXV No. 21

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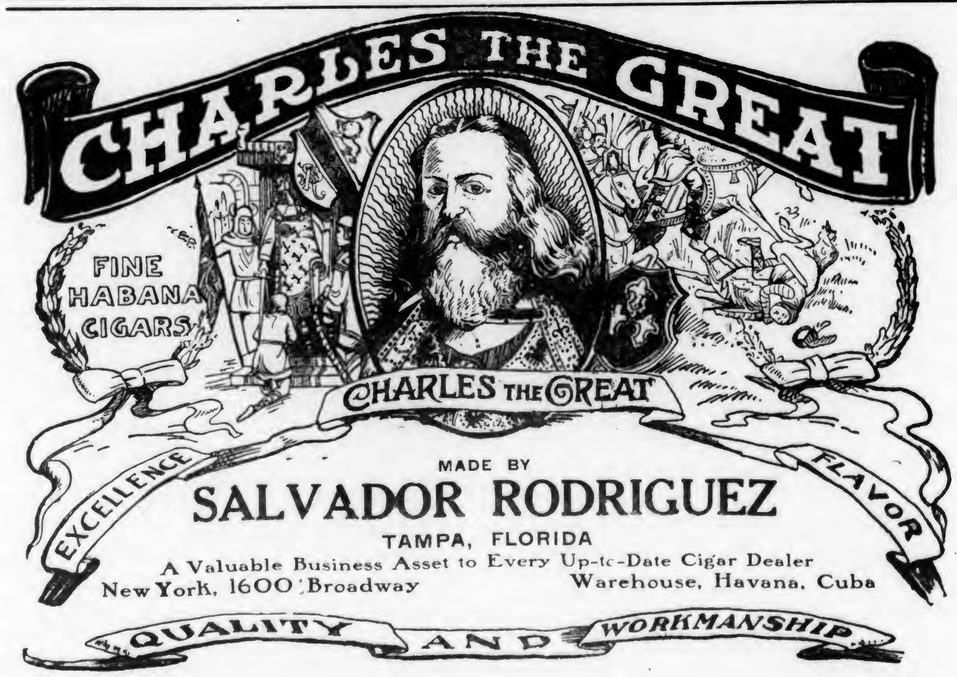

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A Valuable Business Asset to Every Up-to-Date Cigar Dealer

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Behrens & Co.

Havana, Cuba
Consulado 91-93

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always a little better than Havana's Best

LA DEVESA DE MURIAS HABANA

Over 1000 Dealers in New York During 1914 Stocked

MI FAVORITA

CLEAR HAVANA CIGARS

The flower of perfect tobacco manufactured in bond has maintained "Mi Favorita" Clear Havana Cigars at the forefront of all brands. Quantity shipments from factory.

MI FAVORITA CIGAR CO., Inc.
Key West, Fla. 529 West 42nd Street, New York
"The Park & Tilford Standard"

TWO NEW SIZES

SINTOMA

10c CIGAR

Blunt and Club, in the popular 10-top $\frac{1}{20}$-packing. Same real Portuondo quality at the right price. . . . . .

Juan F. Portuondo

Cigar Mfg. Co., Philadelphia

The Original and Genuine

Central Union

Smoking Tobacco in a New Cut

Packed in a Pocket-proof Package

1½ ounces—5 cents

United States Tobacco Co.
RICHMOND, VA.

For Gentlemen of Good Taste

San Felice

CIGARS

The Deisel-Wemmer Company
LIMA, O.

F. C LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue

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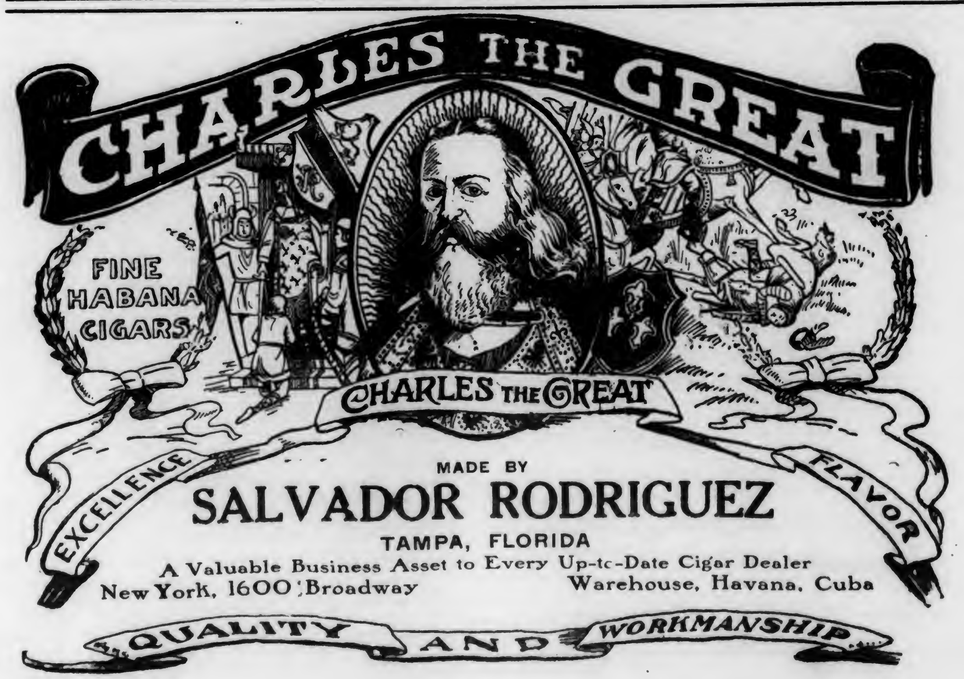

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RICHMOND, VA.

For Gentlemen of Good Taste

San Felice
CIGARS

The Deisel-Wemmer Company
LIMA, O.

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Quality Paramount

CELEBRATED

H. UPMANN CIGARS

H. UPMANN
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Strictly Independent Manufacturers

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82 Wall Street - New York

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The Exceptional Cigar

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"Because it shows he's thrifty and it's thrift the country needs today."

The man who buys UNION LEADER isn't fooled by gay trappings or tempting premium offers.

What *HE* wants, and what he *GETS* is the biggest value for his money.

Here is the UNION LEADER combination:

Finest Quality — As sweet and mellow Kentucky Burley as ever a man smoked.

Biggest Quantity — More fine tobacco in The Big Ten Cent Tin than a dime ever bought before.

Can you beat that for REAL ECONOMY?

UNION LEADER

REDI-CUT

For Pipe or Cigarette

HONESTLY ADVERTISED NOT MISLEADING

LA SARAMITA

Broadleaf
Wrapped
Havana
Cigars

Real Havana
Tobacco
Skillfully Blended

Pre-eminent
by Comparison

THE SHIELDS-WERTHEIM COMPANY. Cleveland

CHANCELLOR

The Acknowledged Leader Among Mild
Sumatra Wrapped Havana Cigars

YES DE ESPANA

Clear Havana Cigars

Lopez Hermanos
Makers

New York Office: 250 Fourth Ave.
Factory: Tampa, Fla.

A New Window Trimming Book

¶ The most useful window trimming book that has yet been offered to the public.

¶ This book contains a total of 150 background drawings and a number of small detail sketches.

¶ The first half of the book has the displays arranged in the order in which they should be installed.

¶ The backgrounds are arranged in such a way that anyone can follow them out.

¶ The editor has had more than twenty-five years' experience in every phase of window trimming and it has taken ten years' continuous work to prepare the drawings. Every merchant should possess a copy of "SHOW-WINDOW BACKGROUNDS". **Prepaid, $1.50.**

Tobacco World
236 Chestnut Street Philadelphia

ALL things come to him who waits—excep' when somebody down the street grabs 'em as they goes by.

Velvet Joe

VELVET JOE is working night and day in newspapers, magazines and on billboards everywhere to make VELVET trade bigger every month, and *he's doing it.*

Some of the dealers in your town are getting a *bigger* VELVET trade.

Are you going to wait or are you going to grab the trade as it goes by?

Here's the way to grab it.

Make a VELVET display. Let people know that *you* sell VELVET, so that Velvet Joe can send his friends to *your* store, too.

½ Actual Size

5c Metal-Lined Bags
10c Tins
One Pound Glass Humidors

Liggett & Myers Tobacco Co.

FLOR DE
MELBA
THE HIGH NOTE OF QUALITY
THE cigar that is giving dealers big business everywhere.
In quality of tobacco and workmanship FLOR DE MELBAS are equal to the finest imported cigars.
A full line of MELBAS in your store is a credit to your business judgment
All sizes
3 for a quarter to 25c. straight
Place them in stock at once and watch them repeat. If your jobber cannot supply you write to us.
I. LEWIS CIGAR MFG. CO.
NEWARK, N. J.
The Largest Independent Cigar Factory in the world.
MELBA BANDS ARE REDEEMED AS TWO PROFIT SHARING VOUCHERS

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla.
New York Office: 203 W. Broadway

G. S. Nicholas & Co.

41 and 43 Beaver Street, New York

DIRECT IMPORTERS of the highest grades of Cigars manufactured by the

Independent Factories of Havana

all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

Price List Mailed Upon Request.

LIPSCHUTZ'S
44
CIGARS

"44" Cigar Co. Philadelphia

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
401-405 E. 91st Street, New York

BAYUK BROTHERS

FIVE CENT CIGAR
PHILADELPHIA

DIAMOND JOE MARK CIGAR FACTORY
ESTABLISHED 1850

Charles Denby

BEST THAT SKILL, ENERGY AND MONEY CAN PRODUCE
H. FENDRICH, Maker, EVANSVILLE, IND.

5c CIGAR

The Most Talked-About Cigar in the U. S. A.

THE unprecedented success of the **MURIEL** Cigar has created more comment than usually attends the trade-reception of any new cigar.

Many are the reasons advanced for **MURIEL'S** phenomenal popularity, and while we recognize and respect the important part played by "aggressive sales force," "progressive publicity method," "hand-package," "good cigar, etc., etc.," yet we rightfully attribute 99% of **MURIEL'S** success to the forceful fact that it is a

Cigar of *Distinctive* Quality

The daily increasing demands for **MURIEL** have richly awarded our original and lasting policy to "make **MURIEL** good, and the smoker will make it popular."

The extent of our growing business is such as to compel us, in protection to our present Jobbers, and to appease Jobbers desiring to take **MURIEL** "on," to

Hereby Formally Announce

that we will positively not make delivery to any new Jobbing territory in the near future.

Naturally we are gratified with **MURIEL'S** supremacy, but we do not intend "resting on our laurels," and preparations are constantly being inaugurated to vastly increase our output during the early months of 1916 and the extension of **MURIEL** to new and fertile fields.

From the Jobbers in such territories we welcome an expression of interest in **MURIEL.** We want Jobbers who are in a position to market a successful brand—whose desire to possess **MURIEL** is partly based on their knowledge of **MURIEL'S** success, but largely because of their inability to concentrate their efforts in imparting this known fact to their trade.

Please do not infer that any consideration will be given to shipping new accounts this year, but making your interest in **MURIEL** known **now** insures mutual **preparedness** and the opportunity for a "man-to-man" talk.

Write us **now,** and if territory is open will arrange for personal interview with our Representative, equipped with samples of **the cigar,** (whose present distributors look upon as an acknowledged asset—a prestige producer and money-maker.)

Muriel Cigars

"Supremely Better Than the Heretofore Best"

P. LORILLARD COMPANY, Inc.
New York

MURIEL MEANS MERIT

Made at our Newark, N. J., Factories

ROCKY FORD

HAND MADE - NICKEL CIGAR

We also manufacture at our several Pittsburgh factories, a very attractive and extensive line of cigars and stogies to retail at 2 for 5 cents, and 3 for 5 cents. Our leaders

"FAMOUS" and "FLAG HEADS"

Write for full information

UNION AMERICAN CIGAR CO.

General Offices. PITTSBURGH, PA.

KEY WEST CIGAR FACTORY — WEST — KEY WEST, FLA.

THE

Key West Cigar Factory

Factory No. 413, KEY WEST, FLA.

Office and Salesroom:
43 to 47 W. 33d St., New York

"LA MEGA" MADE IN BOND

HAVANA CIGARS OF THE HIGHEST QUALITY AND BEST WORKMANSHIP

V. Guerra, Diaz & Co., Tampa, Fla.

COPENHAGEN

Chewing Snuff

We guarantee Copenhagen Snuff is now and always has been absolutely pure.

It is made of the best, old, rich leaf tobacco. The Snuff Process retains the good of the tobacco and expels the bitter and acid of natural leaf tobacco, making Copenhagen the **World's Best Tobacco for Both Chewing and Snuffing.**

Whenever a dealer has any difficulty in obtaining his supply of Copenhagen Chewing Snuff satisfactorily, we will help him if he will write us.

WEYMAN-BRUTON COMPANY

50 Union Square North New York, N. Y.

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE	FACTORY	WAREHOUSE
222 PEARL STREET	TAMPA	LEALTAD 129
NEW YORK	FLORIDA	HAVANA

Graham Courtney

"MILD HAVANA BLEND"

They Lead the Leaders

26 SIZES

Acker, Merrall & Condit Company

135 West 42nd Street, New York

HAVANA CIGARS

ROMEO Y JULIETA

The Leader in all the World's Markets

U. S. Representative: Wm. T. Taylor, 93 Broad St., N. Y. City.

Fancy Cigar Boxes

made by

Henry H. Sheip Mfg. Co.

Columbia Ave. and 6th St.
PHILADELPHIA

Why Is It Necessary To Advertise
the Imported Sumatra?

The REASON:

American Sumatra Tobacco

Grown by

AMERICAN SUMATRA TOBACCO CO.,

142 Water Street, New York

A STEADILY INCREASING DEMAND FOR

"MAGALLANES"

Tells the story of this QUALITY Manila brand from La Flor de Intal factory.

Government supervision and inspection, fine tobaccos and skilled workmanship make "MAGALLANES" the leading Manila cigar of QUALITY.

Exclusive territory may be had by jobbers on certain other La Flor de Intal brands. Delay means lost trade and lost profits. If you want to build your business, send a post card to

SIDNEY J. FREEMAN, 123 LIBERTY STREET NEW YORK CITY

UNITED STATES REPRESENTATIVE of La Flor de Intal Factory, Kuenzle & Streiff, Inc.

The World's Standard Cigar

FLOR DE TABACOS DE PARTAGAS Y Cª HABANA

The Real Independent Factory in Havana

Cifuentes, Fernandez y Ca.

Calle De La Industria, 172-174

HABANA, CUBA

General Agent for United States and Canada

ROBERT E. LANE

115 BROADWAY, NEW YORK

Flor de Jeitles

CLEAR HAVANA CIGAR

5¢

JEITLES & BLUMENTHAL, Ltd.

PHILADELPHIA.

ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER

CLEAR HAVANA

CIGARS

Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.

NEW YORK CITY

M. MELACHRINO & CO., Inc.

EGYPTIAN CIGARETTES

You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

GRAND DEPOTS OF M. Melachrino & Co., Inc. { London, 6 Regent St., S. W. / Capetown, South Africa } Calcutta, 10 Government Place / Alexandria, Rue Cherif Pacha } CAIRO, Head Office and Factory / Hamburg, 18-20 Grosse Backerstrasse

AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD — PRICE LIST UPON APPLICATION

214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXV. PHILADELPHIA AND NEW YORK, NOVEMBER 1, 1915. No. 21.

RIKER-HEGEMAN PURCHASE VOTED BY UNITED DRUG CO. DIRECTORS

Formal Vote Cast to Secure Controlling Interest—Stockholders Will Soon Be Called in Session to Vote on Matter—Gross Business of Merger May Total $30,000,000 Annually

AT a meeting held on Wednesday last in Boston by the directors of the United Drug Company a formal vote was cast authorizing the purchase of a controlling interest in the Riker-Hegeman Company. Both concerns operate a chain of stores throughout the country with a cigar and cigarette department, which does a large business. It is figured that if the merger is completed the combination will do a retail and manufacturing business estimated at $30,000,000 and upwards annually.

It is understood that the stockholders of the company are to be called into special session shortly to vote upon the matter, as no consolidation can be made without the consent of 75 per cent. of the stockholders of the Riker-Hegeman Company.

The terms of purchase, it is understood, are to be on the basis of an exchange of stock, $100 common and $45 second preferred of the United company being offered for $100 of stock of the Riker-Hegeman concern. Share for share is the proposed basis of exchange of the preferred stocks.

Washington Investigating Proposed Drug Merger

Reports from Washington state that for several weeks the Department of Justice has been conducting an investigation of the operations of the Riker-Hegeman drug stores.

The extension of this system of drug stores throughout the country in large cities and especially in small towns, where hitherto the drug store has been a feeble institution usually combined with several other lines of business in order to maintain an existence, has been phenomenally rapid.

The chain store system has made it possible to give many small places a drug and notion store that under any other plan would be impracticable.

The Government investigation has thus far been made to ascertain the methods and scope of the project, and to gain some idea of its possibilities and its effect on other lines of trade that might be menaced by a gigantic combination or system store institution.

It was stated at the Department of Justice that it probably would be a long time before the inquiry would reach a stage where it would be possible to determine whether or not the Riker-Hegeman system would be obnoxious to the anti-trust laws.

Have Petitioned for Release From Bankruptcy

Formerly trading as A. L. Kahner & Son, Lazarus Kahner and Milton Kahner, cigar manufacturers, New York City, have petitioned for a release from bankruptcy. To this end, November 22d has been set as the date for a hearing to take place 10.30 A. M. before the judges of United States District Court in the Post Office Building to ascertain whether the creditors will give their consent to an action of this kind.

BOARD OF DIRECTORS REPRESENTS EVERY PHASE AND EVERY SECTION

Thirty Men Named and Six More to Be Chosen—Propaganda for Protection of Trade Interests Will Be First Work—Board Will Soon Elect President and Vice-Presidents

IN order to give the greatest possible representation on the executive board of the Tobacco Merchants' Association, it has been decided to increase the number of directors from thirty to thirty-six. The thirty directors already chosen not only represent the trade in all its phases, but also geographically. Tobacco manufacturers, cigarette manufacturers, snuff manufacturers, jobbers, leaf tobacco dealers, chain store officers and small retailers are all included among the members or represented on the board of directors.

Headquarters will be established in New York City. One of the first things which the association will undertake will be a nation-wide campaign against the encroachments made upon the tobacco industry by outside interests. At an early date the directors will meet and elect a president and five vice-presidents.

The list of directors represents directly nine big tobacco manufacturers, three of whom are also cigarette manufacturers; three exclusively cigarette manufacturers; nine cigar manufacturers, of whom one represents the Key West interests, one at Tampa and seven the manufacturers of seed and nickel cigars; one snuff manufacturer; two jobbers; two leaf tobacco dealers; two of the large chain stores, and two small retailers. Not only is every phase of the industry represented by firms, but the directors are so located geographically that every section of the American tobacco world is on the board.

C. Fred Crosby, one of the leading spirits in the formation of the Tobacco Merchants' Association, in an interview, made the following statements:

"It is an independent organization of tobacco men for mutual interest," said Mr. Crosby. "The object is to do for the tobacco trade what similar associations do for other interests, such as the cotton trade, the steel trade, the furniture trade, etc. The tobacco people have in the past expended their energies in fighting one another and the result has been that when the Government wanted to increase taxes it found the tobacco business easy prey. Because of its disorganized condition unfair attacks made on it have not been met. All this association proposes to do is to see that the tobacco trade gets a square deal.

"Our Government will have to raise more money, no doubt, through taxation and the tobacco business will naturally be expected to stand and deliver as usual. In France and England it has been proved by actual experience that overtaxation of tobacco reduces the total yield. Taxation of tobacco in this country has reached the point where further burdens would probably force such advances in price to the consumer as to reduce the taxation returns.

"Then there are the questions of maintenance of prices, protection of trade marks, prevention of revenue frauds and 'box stuffing,' as it is known to the trade; coupons

(Continued on Page 18)

IRREGULAR PAGINATION

Cuesta, Rey & Company Featured in "See America First"

The first complete moving picture of the cigar industry will be offered to the public shortly in the gigantic Gaumont film production entitled, "See America First." Thousands of clear Havana smokers will be delighted to know that the firm of Cuesta, Rey & Company, Tampa, Fla., was selected as the factory best adapted for showing the public the process of manufacturing clear Havana cigars by the Spanish method.

For three days the machine operators reeled off actual scenes of "Cuesta-Reys" and "Ponce de Leons" and the finished product of this series will be well worth seeing.

Inasmuch as the Cuesta, Rey & Company factory is bonded, the public, in viewing this film, are assured that they are watching the true process of manufacturing clear Havana tobacco and although not all of the thousand or more employees could be shown in the cigarmaking department, still the view gives an idea of the immensity of the industry.

Thirteen scenes of the factory were taken, beginning with the arrival of the tobacco from Cuba in a bonded wagon direct from the steamer and being put in the Cuesta-Rey factory, through the different departments, including stripping, selecting wrapper, making the cigars, picking and packing in boxes, banding, passing through the famous X-Ray sterilizing machine and finally the finished product leaving the factory.

An interesting feature is the X-Ray sterilizing machine, inasmuch as this is the only clear Havana factory in the world using a machine of this type.

In view of the smoker's interest in what he smokes, and in consideration of the fact that every scene is an actual working of the Cuesta, Rey & Company factory, every dealer, whether or not he handles the Cuesta-Rey products, should watch for this picture and inform his customers where it can be seen—as well as seeing it himself—for the knowledge gained will well repay his trouble.

Two Jersey Firms Part of Mutual Tobacco Company

Following the announcement in the October 15th issue of "The Tobacco World" of the formation of the Mutual Tobacco Company, incorporated, with a stock capitalization of $20,000,000, the names of some of the firms which will be absorbed by this corporation have been made public. They include some of the oldest in the country.

Among them are: G. B. Miller & Company, of New York, established in 1776; Hoffman & Company, of Red Hook, N. Y., organized in 1800; Campbell Tobacco Company, of Newark, N. J., established in 1806; Allen & Dunning Company, of Paterson, N. J., established in 1836.

Permanent organization will shortly be effected and officers and directors elected. James C. Tansy, well known in the tobacco trade of New York, is understood to be the chief promoter of the enterprise. The details of the enterprise will not be made public for some days.

The capitalization will consist of shares of the par value of $10 each, which capital stock is based on the assets of some of the old firms to be taken over, their good will, brands, leaf, productions, etc. It became known that the articles of incorporation for the new enterprise were filed by the United States Corporation Company. It was reported in trade circles that the Schulte interests were associated with the new project, but this was denied by persons familiar with the facts in the case.

S. R. Moss Brands Selling Well on the Coast

Reports received at the S. R. Moss Cigar Company, Lancaster, Pa., from their factory representative, S. R. Fife, who has been travelling Portland, Ore., and the nearby territories, in the interests of the popular "Flor de Moss" cigar, are to the effect that he is meeting with much success in the placing of the brand. Mr. Fife states that he has placed it with nearly all the cigar stores in that city.

Morris Burke Rewarded by Los Angeles Trade

Morris Burke, well known in the tobacco trade of Southern California, was the recipient of a handsome gift from the Independent Retail Cigar Dealers Association of Southern California, when that body met at the National Cigar Day banquet on October 12th.

MORRIS BURKE

The trade gives no small amount of credit to "Morrie" for the efforts which he put forth to make the banquet a successful and enjoyable affair. To show their appreciation, Guy W. Yonkin, president of the association, presented Mr. Burke, on behalf of the association, with a handsome gold watch beautifully engraved.

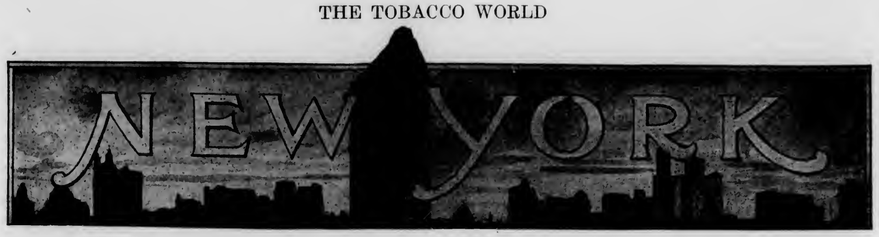
The gift was a real surprise to Mr. Burke and for a moment he was at a loss for words. However, he recovered himself and in his own modest manner expressed his thanks and appreciation. The banquet was held in the Hollenbeck Cafe.

Turkey's Leaf Exports Reduced One-Third

Since the loss of Macedonia to Greece, Servia, and Bulgaria, Turkey's tobacco exportation has been reduced by thirty-three per cent. Efforts are being made, however, in Turkey to extend the culture of tobacco and to improve its quality so as to maintain the world-wide prestige of Turkish cigarette tobacco. The culture of Turkish tobacco is spreading in California and promising experiments are being undertaken in the Philippines.—"Commerce Reports."

Burley Company to Sell Unprofitable Warehouses

Realizing that some of their warehouses scattered throughout Kentucky have become money losers, the Burley Tobacco Company has decided to dispose of several at public auction. Among the houses slated to be sold at once are one at Taylorsville, three at Mt. Olive, one at Jonesville, Bracken County; one at Lockport and three in Owen County, located at Monterey, Wheatley and Notte.



"Monte Cristo"—A Delightful Surprise

CHRISTMAS morning, a great many smokers will be surprised to receive from their friends, a volume of the famous Dumas "Monte Cristo," in place of the customary box of cigars. However, there is a very delightful sensation ahead of them, inasmuch as the lifting of the cover of the volume will reveal, not the history of the adventures of the Count, but a de luxe packing of P. Pohalski & Company's newest shade-grown product, the "Monte Cristo" cigar. The new brand is said to be creating quite a furore in the trade, not only by the novel and appealing appearance of the packing, but by the excellence of its manufacture and the fragrance accompanying it. Messrs. Pohalski & Company vouch for this fact in the statement that they are already oversold on the "Monte Cristo."

More Shipments for Manila Commercial Company

During the latter part of November the Manila Commercial Company, 45 Broadway, expects the arrival in San Francisco of nearly a half million cigars from the Philippine factory. The factory has cabled shipments of 225,000 on the "Manila Maru," and 170,000 on the "Darien Maru."

The Broadway office desires to inform the trade that it handles only the products of its own factories, the same being sold in the United States under the following labels: "La Yebana," "La Luchana," "La Yoya del Sur," "Dos Hemanas," "Las Palmas," "Edela," "La Corona Royal," "Fort McKinley," "Zulma," "Atavio," "Lioba" and "Brisas del Pasig."

The only exception to this is the "La Insular" brand, the product of one of the best known and oldest Spanish cigar factories in the Philippines. This factory has given the Manila Commercial Company, the representation for the United States, exclusive of the Pacific Coast.

It has been brought to the attention of the Manila Commercial Company that some of their customers have been offered the company's brands by certain dealers at a lower price than they could have been filled for at the regular prices charged by the factory. The customers rather than take chances of substitution have notified the Manila Commercial Company.

"Sokol" Cigarette New Brand on Market

From 20,000 to 30,000 cigarettes a day is reputed to be the capacity of the Sokol Cigarette Manufacturing Company, just lately entering in the trade and doing business at 324 East Seventieth Street, New York City. At the present time this company is putting out two brands of cigarettes, one the "Sokol," retailing at ten for ten cents and a nickel packing designated the "Uncle Sam." Coupons accompany each package.

New Home for United Cigar Manufacturers Company

The United Cigar Manufacturers Company have leased for general offices for at term of years an entire floor in the Philip Lewisohn Building, 113-119 West Fortieth Street. The floor comprises 14,000 square feet and the aggregate rental is $150,000.

"Wellington" 100 Per Cent. Merit

HAVING first manufactured a product that contained 100 per cent. merit, in this included first-class material, chosen for its particular office, durability, etc., the appearance of the finished article, the value to the consumer at a price that would meet with his approval, and the real satisfaction that would result from his use of the specific piece of manufacture, William Demuth & Company took the "Wellington" pipe, and through the instrumentality of advertising, published the facts about the "Wellington" broadcast throughout the United States.

Naturally curious, the smoking public gave it a trial, found that it did all that was claimed for it, and adopted it for its own. This in a nutshell is a short history of the "Why" of the success of William Demuth & Company with their "Wellington" pipe. Reports from the factory are that they are decidedly busy in taking care of the orders coming in for holiday delivery. They would suggest to the trade that they do not allow too much time to elapse relative to the placing of holiday orders, inasmuch as to quote the old saying, "the early bird catches the worm."

United Cigar Stores Company Adds Whelan Chain

The cigar stores in the northern and western part of New York State, operated by C. A. Whelan & Company, and by Whelan Brothers, comprising thirty stores in all, located in twenty cities, have been taken over by the United Cigar Stores Company, according to a recent announcement. The new stores have been doing a gross business of more than $600,000 annually and under the new management, it is expected that the sales will be materially increased. This small chain included the eight original stores which George J. Whelan owned and which served as the model for the United Cigar Stores Company.

Board of Appraisers Settle Tobacco Dispute

The Board of General Appraisers recently settled a dispute between the Government and the Havana-American Company, New Orleans, regarding the character of tobacco imported at that city. The Collector held that the importations contained more than fifteen per cent. of wrapper tobacco, and accordingly took duty at the rate of $1.85 per pound, less twenty per cent., under the terms of the Cuban reciprocity treaty. It was claimed by the protestants that the contents of two of the ten bales should have been passed as filler tobacco and the contents of the remaining eight bales as not containing more than eight per cent. of wrapper leaves. Judge McClelland found that a part of the shipment was dutiable at thirty-five cents per pound, as claimed, the Collector being affirmed as to the balance.

Petition in Bankruptcy Filed Against Charles Rosner

A petition in bankruptcy has recently been filed against Charles Rosner, a jobber in tobacco products, of 782 East 152nd Street, New York.

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CIGAR MANUFACTURERS' ASSOCIATION OF AMERICA
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The New Association

The promptness with which the formation of the Tobacco Merchants' Association has gone forward should give much encouragement to those who are debating with themselves whether or not they should affiliate with it. If the manner in which the work has been accomplished thus far is a criterion the future holds much good for all those who become active in the maintenance of the association.

A glance at the list of names, thus far made public, of those who are to form the executive body of the association, shows the keenest discrimination in choosing men who not only are representative figures in the various branches of the industry, but men who for the greater part are eminently successful in their chosen fields. Thus at the very beginning the affairs of this national body are in the hands of those who are fitted by years of training to intelligently assist in passing upon matters of vital interest to any phase of the industry.

Successful men breed success. Every member of the trade will find many advantages in being directly affiliated with the Tobacco Merchants' Association of the United States.

Trade Jottings

D. H. Moulsdale, of the well-known firm of Sanchez & Haya, Tampa, Fla., was recently numbered among the trade visitors at Pittsburgh, Pa.

Excellent business on the "1907" cigar, manufactured by Joseph Weinrich, Dayton, O., is reported by the H. J. Hughes Company, Omaha, Neb.

Boston, Mass., is at present the scene of a campaign being carried on by the American Cigar Company on "Chancellor" cigars under the direction of W. A. Wooters.

Gratifying sales on the "Muriel" cigar of the P. Lorillard Tobacco Company is reported by Miss Pearl Cohen in charge of the cigar stand in the new Hotel Brunswick, Lancaster, Pa.

A campaign is being waged at the present time in St. Louis, Mo., by E. Regensburg & Sons on their "Admiration," "American" and "Do-U-No" brands, under the direction of Meyer Schwed.

An extensive window display on the well-known "Permit" cigar was recently made by the J. B. Moos Company, Louisville, Ky. The display occupied not less than nine of the Fourth Street windows.

"Subway" and "Flor de Melba" cigars, manufactured by the I. Lewis Cigar Manufacturing Compay, Newark, N. J., were recently taken on for distribution by the C. C. Snider Company, Birmingham, Ala.

Julius Kahn, of Cuesta, Rey & Company, was a recent visitor to the store of John C. Davis, 412 Vine Street, Cincinnati, O., assisting Mr. Davis, who has just recently taken on the Cuesta-Rey line for distribution.

The Thomas H. Pitts Company, Atlanta, Ga., local distributors for the "Savarona," manufactured by the Cayey-Caguas Tobacco Company, were in receipt of a visit recently from H. S. Michael, of the Cayey-Caguas Company.

Much satisfaction is being expressed by the William A. Stickney Cigar Company, Salt Lake City, relative to the commodiousness and convenience of their new quarters in the Dooley Block, at Second, South and West Temple Streets.

Quite an extensive business is being done on the "Dawn" cigar of Sig. C. Mayer & Company, Philadelphia, Pa., by J. L. Marcero & Company, Detroit, Mich. This company states that it is one of the best brands of its kind it has ever taken on for distribution.

"Sanchez & Haya," "Cuesta-Rey," "Cortez," "La Preferencia," "Cinco" and "Above the Average" are some of the leading brands carried by J. L. Peebles, who recently took over the cigar stand, formerly conducted by Symonette Brothers, 108 Main Street, Jacksonville, Fla.

William Moore, of the I. Lewis Cigar Manufacturing Company, Newark, N. J., manufacturers of the "Flor de Melba" and "John Ruskin" cigars, was recently in conference with Ed. J. Earl, of the Peregoy & Moore Cigar Company, Kansas City, concerning business conditions.

PHILADELPHIA.

Terry & Duncan Get "Americus" Brand

TERRY & DUNCAN, whose headquarters are at Tenth and Chestnut Streets, this city, have been given the local distribution of the "Americus" cigar from the factory of Francisco Torre y Ca., Tampa, Fla.

The stamp of popular approval which has greeted the introduction of this brand has surpassed the most sanguine expectations of the manufacturers and "repeat" orders have come in such quantities that in several instances but a portion of the cigars ordered could be shipped. This condition will soon be overcome, however, by increased production, as Francisco Torre y Ca. are using every effort to keep pace with the demand.

Terry & Duncan are carrying nine sizes which retail at three for a quarter and up.

Yahn & McDonnell to Distribute "Perfecto Garcia"

Yahn & McDonnell, with headquarters at Fifteenth and Chestnut Streets, this city, have taken on the distribution of "Perfecto Garcia," manufactured by Perfecto Garcia & Brother, of Tampa, Fla.

With their several retail stores and stands located in the shopping and business districts as outlets for this high-grade cigar, this connection should prove beneficial to both manufacturer and distributor.

A number of sizes are being carried, and these will be added to from time to time as occasion warrants.

Alterations Being Made for Godfrey Mann's New Store

As soon as alterations are completed, Godfrey S. Mann will open a new cigar store at the northeast corner of Thirteenth and Chestnut Streets, this city. This building was for many years occupied as a ticket office by the Philadelphia & Reading Railroad, and its location is ideally suited for a high-grade cigar store.

Mr. Mann will feature his "As You Like It" clear Havana cigar and his "G. S. M. Invincible," which retails for five cents. "Barking Dog" cigarettes and smoking tobacco will also be featured strongly.

P. C. Fulweiler & Brothers Company report a steady demand for their popular "Lew Wallace" brand.

H. B. Grauley, Sixth and Chestnut Streets, states that his recent Western trip was one of the most successful that he has ever made, and that the sales of "Golden Rule" are showing a continued growth in a number of Western States.

Philadelphia Notes

Albert Falk, of the Falk Tobacco Company, spent some time in Philadelphia recently.

Frank Schwarz has returned from an extended trip through Pennsylvania in the interest of "Tareyton" cigarettes.

D. Harry Maulsdale, of the Sanchez & Haya Company, Tampa, Fla., was in Philadelphia for a brief visit recently.

George Themelis, of Themelis Brothers, manufacturers of the "Rose Tip" cigarette, paid a flying visit to the Quaker City last week.

Morris D. Neumann, of the firm of Neumann & Mayer, is now in the West in the interests of the "El Tello" and "Bella Mundo" brands, manufactured by the firm.

"Savarona" cigar, a Porto Rican product of the Cayey-Caguas Tobacco Company, is being featured in the windows of Terry & Duncan at Tenth and Chestnut Streets.

Bobrow Brothers, with added facilities in the shape of a new factory, continue to work to capacity and report that the demand for the "Bold" is growing greater each day.

Samuel C. Jeitles, of Jeitles & Blumenthal, Limited, 119 South Eleventh Street, has returned from a trip through the Middle West. Orders for "Statesmen" cigars are duplicating nicely.

T. W. Hall, Western representative for the J. F. Portuondo Cigar Manufacturing Company, 1110 Sansom Street, Philadelphia, is assisting the J. S. Brown Mercantile Company, of Denver, Col., in an extensive selling campaign for the products of the Portuondo factory.

The Buffalo distributor for the "Stratford" cigar, made by the El Draco Cigar Manufacturing Company, has sent in some splendid orders recently for popular sizes of the brand. "Vanette," a nickel cigar which this firm has recently introduced in the city, is passing all expectations in the matter of sales.

How the "Square Deal" Won on a $300 Oversight

Just a bit of bad judgment or a lack of information may turn a bargain in New York or New Orleans into a disastrous loss in one of the Central American Republics. For instance, some time ago a dealer in one of these countries received from the United States a shipment of leaf tobacco packed in zinc-lined wooden cases, instead of the customary bales. The difference in freight and duties amounted to $300. This was a total and unnecessary loss, and the Central American was much concerned over it, as it was his first order to the house and he did not know what would be done about the matter.

The American consul was consulted, and he took the subject up in a friendly and unofficial way, with the result that the firm shipping the tobacco acknowledged its fault in not ascertaining that the duty on tobacco was on the gross weight instead of ad valorem and that the packing cases had to be paid for at the same rate as the tobacco. The American firm stood the loss. The outcome has been that many repeat orders have been obtained from the exercise of this sense of justice. The Central American is convinced of the entire "squareness" of his dealer; and the latter has found out how to do business profitably and eliminate all causes for complaint.

Doubtless the firm shipping the tobacco was trying to do the right thing in the first instance and protect the tobacco from climatic changes or the like, but it was at fault in not ascertaining the tariff requirements of the country to which the shipment was destined. These could easily have been learned had application been made to the consul general of the country or to the Bureau of Foreign and Domestic Commerce at Washington; the information could have been had for the asking. The above instance is merely one of the small points of export business likely to prove expensive if overlooked.

It is essential to have an understanding of the tariff laws of each republic as they bear upon the particular class of goods proposed to be exported there. Central America consists of the six sovereign Republics of Guatemala, Salvador, Honduras, Nicaragua, Costa Rica, Panama and the British Crown colony of British Honduras. Each country has a separate tariff, a different money, and customs regulations varying in greater or less degree, and each country presents a separate problem for the American exporter, which should be solved before experience has imposed a penalty for the lack of foreknowledge.—"Commerce Reports."

Another Factory for "7-20-4" Cigars

The top floor of the Kimball Carriage Company's building, on West Central Street, Manchester, N. H., has recently been leased by Roger G. Sullivan for the manufacture of "7-20-4" cigars. This, together with a lease recently closed for the top floor of the adjacent building, will provide an additional floor space of approximately 10,000 square feet. These buildings will be connected with the factory.

Mr. Sullivan says it is his intention ultimately to erect another factory on his property on Franklin Street, formerly the public market place. When, he could not say.

Chicopee Dealer Files Petition in Bankruptcy

Michael F. Judd, a cigar and confectionery dealer of Chicopee, Mass., has recently filed a petition in bankruptcy with debts scheduled at $1483.24 and assets of about $160. The assets consist of machinery and tools. Taylor & Kendall, of Chicopee, hold the only secured claim with a mortgage on the petitioner's personal property for a claim of $187. There are about a score of creditors.

BOARD OF DIRECTORS REPRESENTS EVERY PHASE AND EVERY SECTION

(Continued from Page 13)

and gift schemes, misbranding of tobacco products, etc. The question of smoking privileges on railroad trains and street cars is also becoming a serious one which the tobacco trade must help to solve by educating smokers to be considerate of the rights of non-smokers in order that they may not be deprived of their own rights. For instance, smoking on one car of every train going to Coney Island during the summer season would mean the sale of more than a million dollars additional of cigarettes and cigars to the men who would smoke on the trip. There is no legitimate reason why they should not be allowed to smoke, but through lack of co-operation the tobacco people have permitted privileges to smokers to be curtailed not only in New York, but all over the country."

Methods to be adopted in the propaganda about to be undertaken will be, not only the use of advertisements in thousands of newspapers, but the circulation of pamphlets dealing with special phases of the business.

The list of directors is as follows: Jesse A. Bloch, of Bloch Brothers, Wheeling, W. Va.; William T. Reed, of Larus & Brother Company, Richmond, Va.; Jonathan Peterson, of Weyman-Bruton Company, New York; Rawlins D. Best, of Lovell-Buffington Tobacco Company, Covington, Ky.; Hugh Campbell, of United States Tobacco Company, Richmond, Va.; John Bagley, of John Bagley & Company, Detroit, Mich.; Bowman Gray, of R. C. Reynolds Tobacco Company, Winston-Salem, N. C.; Clinton W. Toms, of Liggett & Myers Tobacco Company, New York; George W. Hill, of American Tobacco Company, New York; P. Lorillard & Company, not selected yet; George L. Storm, of Tobacco Products Company, New York; Leon Schinasi, of Schinasi Brothers, New York; Frederick S. Lucy, of Philip Morris & Company, Limited, New York; Melville Regensburg, of E. Regensburg & Sons, New York; R. G. Sullivan, of R. G. Sullivan, Manchester, N. H.; Asa Lemlein, of E. H. Gato Cigar Company, New York; Theodore Werner, of T. J. Dunn & Company, New York; A. J. Lachman, of West Indies Cigar Company, New York; A. L. Sylvester, of American Cigar Company, New York; Charles J. Eisenlohr, of Otto Eisenlohr & Brothers, Philadelphia, Pa.; Frederick Hirschhorn, of United Cigar Manufacturers Company, New York; John H. Fendrich, of H. Fendrich, Evansville, Ind.; Charles Fox, of F. Miranda & Company, New York; Joseph Mendelsohn, of Mendelsohn, Bornemann & Company, New York; J. M. Buchner, of Park & Tilford, New York; I. N. Maaskoff, of I. N. Masskoff, New York; Nicholas Ehrlich, of Nicholas Ehrlich, Brooklyn, N. Y.; Edward Wise, of United Cigar Stores Company, New York; D. A. Schulte, of A. Schulte, New York; Joseph Simon, of Bennett, Sloan & Company, New York.

Edwards Finds Southern Georgia Likes His Brands

T. W. Edwards, who under the name of the Edwards Cigar Factory, manufactures "Edwards' Cencible" and "C. & H.," five-cent clear Havana, has moved his factory from Albany, Ga., to Bainbridge, Ga., where he is meeting with success. November 1st Mr. Edwards will offer a new brand called "Bainbridge Club." Mr. Edwards states that throughout southern Georgia business on his lines is very good.

Listed among recent visitors to the trade, Kansas City, was Adolph Froelich, who put in his time looking after the interests of Samuel I. Davis & Company's "El Sidelo."

A JUDELL REPRESENTATION IN THE TOBACCO DAY PARADE

Part of the H. L. Judell & Company representation in the Tobacco Day parade held in San Francisco on October 16th.

Commissioner Approves Vending Cigarettes by Machine

A regulation was issued in Washington, Thursday, by the Commissioner of Internal Revenue permitting the approval of machines for the vending of small cigars and cigarettes from original tax-paid packages. The regulation was as follows:

"The provisions of regulations No. 8, revised July 1, 1910, page 8, Article III, relating to vending machines for small cigars weighing not over three pounds per thousand and cigarettes, are hereby amended so as to permit the sale of such products from original stamped packages by vending machines, providing such machines are constructed in accordance with the rules laid down in the regulations referred to and are submitted to the Commissioner of Internal Revenue and approved."

North Carolina to Produce Second Largest Crop

According to the conditions of the tobacco crop on October 1st, North Carolina will yield nearly 15,000,000 pounds more for the 1915 season than for 1914. The final estimate of 1914 showed a total of 172,000,000 pounds. The forecast at the present time for 1915 is 186,950,000 pounds.

This is a decrease from the estimate that was made one month ago, which was 191,624,000 pounds. Lack of fertilizer, especially the potash content, is assigned as one of the principal causes of a deterioration in North Carolina. Excessive moistures early in the season also are given as causes. Deterioration was noticeable in all the States except Tennessee where there was an improvement.

North Carolina will produce the second largest crop of the tobacco growing states, being second only to Kentucky, where a yield of 378,840,000 pounds is looked for. These two states will produce over half of the total tobacco grown in the United States.

Tobacco Buyers From Europe at Lancaster

Recent reports are to the effect that Lancaster County is being called upon to furnish large quantities of tobacco for the men in the trenches, and there are already two buyers from Europe on the ground. They are said to have about cleaned up all the fillers to be found in the hands of the farmers and dealers and are now waiting for the 1915 crop.

The leading buyer is Jack Dreux, of Amsterdam, Holland. Mr. Dreux represents Frowein & Company, Arnhen, Holland, who have a large tobacco trade at present with the countries at war.

Mr. Dreux is no stranger in Lancaster County. About five years ago he came from Holland to learn the cigar and tobacco business, spending most of his apprenticeship with the Kimport Cigar Company at its different factories.
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The presence of the European buyers in the country, it is expected, will mean very excellent prices for 1915 crop of tobacco for the reason that the packers have some idea where and at what price they can place the fillers, always a by-product of more or less risk. Besides the taking of practically the whole filler crop by European buyers will mean a larger demand for the binder and wrapper grades, all of which will be condusive to better business both for the farmer and the packer.

Business of Fitchburg Cigar Company Sold

Charles Shack has bought the business of the Fitchburg Cigar Company, Main and Snow Streets, Fitchburg, Mass., and will enter into the wholesale cigar and tobacco business. The company was formerly conducted by Arthur Bernson.

Store Management

THE commercial importance of any of our large cities may be fairly judged by the extent of the retail enterprises of the city. If the retail trade of your city is growing the commercial importance of the city is increasing. Their prosperity is dependent primarily on the commercial status of the community, but a great deal can be said for the formulated policy of the store. We refer to the internal policy, from which can be derived some of the best advertising that can possibly be procured. Every retailer may well pay attention to some of the following features of successful store management

First. Please your customers.

By actual experience you will find that the best advertising policy you can follow is this: Never permit a customer to leave the store dissatisfied if it is in your power to have it otherwise.

When you please the wife and children you please the husband as well and you can rest assured that through the silent but powerful influence of a pleased customer you will gain many new and valuable customers. Please one man or his family and you will bring his friends in a very short time. It is true sometimes men forget favors in the business world, but not as a rule. So it is also true that an accomodating firm is sometimes imposed upon as good nature always is, but if you keep a record of the just and unjust claims made upon you, you will find the latter form such a small percentage that to accommodate the request of a customer, if at all possible, is a splendid form of advertising.

Take back the merchandise even though it will mean a loss to you, and you will convince a customer by your actions that it is safer to trade with an accommodating firm than to go elsewhere. No form of advertising is so permanent and productive of good returns as the good-will of your customers, hence as a firm we consider this one of the best forms of advertising for the per cent. of loss incurred is a mere trifle to the gain in increased business.

Second. Give your store a distinctive personality.

The retail store is an evolution, growing with the demands of the age, which is: Do something better than the other fellow and keep on doing that something better every time. Thus you will surely meet the demands of the day, which is always looking for the chap who can do anything a little better.

But you will be doing something more than meeting the demands of the age, you also will create a distinctive personality for your store, and that personality will soon be reflected in the merchandise and the character and quality of the goods carried. By the term personality is meant certain characteristics which make your store different from other stores. We believe any store with a distinct personality can push dependable merchandise with a profit today as never before, and can at the same time build up its reputation.

Third. Carefully select your help.

There is no better way to advertise a store than by and through its help. The average customer will judge your wares largely by the attitude of the working force, so that the distinctive personality of your firm will be strongly reflected by your intelligent, faithful and loyal employees, especially so by your salespeople, but likewise by the buyers, or anyone who comes in contact with the buying public. In fact, everyone connected with a retail store carries with him a certain amount of individuality by which the world judges the firm with whom he is connected.

There are concerns who think that goods marked at a small margin of profit will sell them out—but such is far from being true. A simple "yes" and "no" will not accomplish much for the salesman these days if he lacks the distinctive individuality of the firm for whom he is selling.

To be a success your store must possess two qualities—first, good judgment and second, plenty of nerve to back it up. How often we find capable men in the different walks of life not being where they should be because of the lack of nerve.

The same is true in business. We all know capable deserving salesmen who are today behind the counter selling goods on a meagre salary when he or she should be at the head of the department, not because they lack the ability to put them there, but because they lack the nerve to do things and fight their way to the top, where they belong.

Just so with the retail store—the firm must have the nerve to force itself into the place in the business world, where it belongs, and in this fight nerve is the powder. Only a few features of the advertising policy of a store have here been mentioned, but around these "leaders" a policy can be formulated that will increase the reputation and sales of any store.—"Canadian Tobacco Journal."

May Raise Tobacco in Southern Utah

Report that a project will shortly be launched for the extensive culture of tobacco in Utah emanates from the arrival in Salt Lake City, recently, of S. N. Bond, of New York, treasurer and director of the American-Sumatra Tobacco Company, which owns extensive tobacco plantations in Florida.

It is said that investigations have been made of soils in Utah and they have been found more promising even for the culture of tobacco than sections of Kentucky and the more northerly States of Wisconsin and Connecticut, where certain grades of tobacco are largely cultivated and manufactured.

The coming of Mr. Bond and conferences he has held with Utah interests have given rise to the report that a company is to be formed to secure large tracts of land in this State with the idea of converting them into tobacco plantations, with the adjunct of a factory. Mr. Bond declined to discuss this report.

"There is nothing in connection with my visit that I can disclose at this time," he said. "I have come here in the interest of certain clients and associates of mine and I am not at liberty to say for what purpose. I do not believe the public would be interested."

Mr. Bond is accompanied by G. T. Rice, of Boston, a business associate.

Ninety-five Per Cent. of Burley Housed Before Frost

The heavy frosts which fell throughout the Burley tobacco district recently, caused much concern over the fate of the late and green tobacco which might have been in the field. Reports received, however, were to the effect that about ninety-five per cent. of the crop had been housed before the frost came.

The uncut crop is reported to have been severely damaged, especially those patches which were in exposed locations. So far as can be learned, there was no attempt on the part of farmers to save any part of the uncut crop by frost, fires or smudges. Much of the crop in the barns was also sufficiently green to be more or less injured by frost, but the damage to this is not believed to be great on account of the shelter afforded by the barns, a number of farmers having green tobacco taking the precaution to start their ovens. Nearly all the tobacco cut is said to have been amply ripe and the condition is generally reported as satisfactory.

Facts About Amber

Amber possesses an interesting history, of which, as is usual in this world's affairs, those who use it are frequently most ignorant. Like coal, it is described as a product of the mineral kingdom, although it is generally supposed to be directly derived from certain extinct coniferous trees. It is usually to be found in somewhat irregular, round, rough-edged lumps. It is brittle, and if rubbed, gives forth a delicate and pleasant scent. The Greek name for amber is elektrom, and the ancients set great store upon it as a jewel and an ornament. Amber is mentioned by Homer, and in many ancient sepulchres amber ornaments have been discovered. In olden times it was largely considered a charm against witchcraft and disease. For these purposes it was obtained from the coasts of the Baltic Sea, where it is still to be discovered between Konigsberg and Memel in greater quantities than in any other quarter of the globe.

A great deal of it is flung up by the seas during heavy storms, but much is obtained by systematic dredging, while further supplies are got by digging along the coast line in ephemeral strata. It is also to be found in shale, chalk and coal. The annual production in Prussia amounts to 220,000 pounds. Sometimes leaves and insects have been discovered in amber, and lumps which contain these curiosities are highly prized by curio collectors. A great many spurious examples have been manufactured to meet this demand. In the Royal Cabinet at Berlin there is stored the largest piece ever discovered. This weighs 15 pounds, and is estimated at a value of $7000.

Although in past ages amber was esteemed as containing wonderful medicinal properties, as a charm, a jewel, and an ornament, it is now almost entirely used by smokers, either for cigarette or cigar tubes, or for pipe mouthpieces. A few smokers who colloquially describe themselves as "hard biters" condemn it in favor of the commoner vulcanite, on the ground that it is less durable. Generally, however, these condemnations prove to be founded upon experiences of artificial amber. An enormous amount of this is manufactured. The artificial substitute closely resembles real amber. It is composed of copal, camphor, and turpentine. It readily softens in cold ether, is exceedingly pliable, frequently leaves an unpleasant taste in the mouth of the smoker, and is easily broken.

In passing it may be remembered that amber is associated with one of the most poetic legends of olden times. There is the story that the Heliades, sisters of Phaethon, were turned into poplars. Amber is said to have composed the substance of their tears on hearing of Phaethon's death. This is a pretty legend, says the Tribune, but one cannot advise intending purchasers of amber to ask for some "Tears of the Heliades" at any modern tobacconist store.—"Exchange."

Damp Weather Helps Suffield Farmers

Suffield, Conn.

The rain of last week made an excellent tobacco damp for the farmers in this section to take down their tobacco, and nearly every farmer in town has been busy ever since taking down the weed. Many continued the work until late in the evening, for fear that there would be a change in the weather. The foggy mornings for the past few days has dampened the early crops so that a large amount of the crop could be handled. It is estimated that about two-thirds of the entire tobacco grown in town this season has already been taken down from the poles. This means that farmers will deliver their tobacco early and get their money, which is an unusual thing.

Everybody Smoked in 'Frisco on Tobacco Day

Smokes of all sizes and brands held sway in San Francisco, October 16th, during the celebration of "Tobacco Day." Even Mayor Rolph smoked from his position on the reviewing stand in front of the Tower of Jewels at the Exposition as he watched the two and a half-mile parade of floats and automobiles pass along the Avenue of Palms.

A JUDELL & CO., KIOSH AT THE EXPOSITION

It was an auspicious occasion for tobacco. Everybody smoked, not in an occasional way, nor merely for pleasure, but with a view to keeping up a full head of "steam." Tobacco was the theme of all speakers, who spoke both lightly and seriously of the American weed.

H. L. Judell, chairman of the day, referred to those not in the army of smokers as probably having an opportunity to smoke "hereafter," while G. J. McGregor, who accepted the Exposition's bronze medal, spoke of the "pipe of peace" and its possibilities in the present war. W. D. Smith, Missouri Exposition Commissioner, delivered an address on the tobacco industry of the United States.

The parade was composed of many interesting floats, representing the historical development of the tobacco industry. There were maids in costume, representing various States and foreign nations where tobacco thrives. In the afternoon there was a "pipe of peace" festival in the Court of the Universe, and at night the devotees of tobacco frolicked on the Zone.

Big Demand for E. Popper & Company Brands

Despite the fact that they are now occupying their new and larger quarters at 401 East Ninety-first Street, New York, and have increased their output, E. Popper & Company, manufacturers of the "Ottina" and "La Famosa" cigars, are finding themselves somewhat handicapped relative to the final adjustment of the working facilities of their factory. This is due to the fact that the orders being received on the company's brands seemingly are of such volume that it was deemed best to allow the completion of final details to lay over temporarily for the purpose of devoting all their attention to manufacture and shipment.

New Orleans

"Owl" Sign Largest in the City—Hernsheim Company Pushing Nickel Brands—F. Lozano a Recent Victor

New Orleans, La., October 28, 1915.

NEW ORLEANS entertained some tobacco visitors of prominence during the past two weeks. P. J. Wysard, vice-president of the Havana-American Cigar Company, and R. E. Christie, vice-president of the American Cigar Company, were simultaneous visitors to the Cresent City. Both were here to look over conditions, and both left for Texas. Another prominent visitor was James Burns, part owner of a factory in Tampa. Prominent among the salesmen's visits was one paid to the trade by E. F. Rosenthal, in charge of the clear Havana department of the M. A. Gunst Company. He is accompanied by his wife, and is making a tour of the South.

The largest cigar sign in the city advertising "Owl" cigars has been erected at Canal and St. Charles Streets over the retail store of U. Koen & Company. It is illuminated at night and is on the busiest corner in the city, at a spot passed daily by scores of thousands.

Four retail stores of the United Cigar Stores Company are offering this week "Tuxedo" tins in a special 25-cent pipe offer.

W. J. Knatzer, chief clerk at Charles Meyer & Company, is wearing a perennial smile, and the reason is that box sales on "Tadema" cigars have set a record for his company.

A. Suarez & Company's Poydras Street stand is the newest firm to take on "Reguera" and "Berengher's Nenas," and is featuring the familiar red and yellow label.

"Sols," imported Havanas, are enjoying a run at F. A. Gonzales' Son's two stores. Gonzales' "Little Specials" are also receiving gratifying recognition.

S. M. Dayton, the Carondelet Street manufacturer, is conducting a postal card campaign in the interest of his "Daytons." Mr. Dayton announces that his recent generous offer of sending samples of "Daytons" to anyone requesting him on business stationery and mentioning "The Tobacco World" will be held open thirty days longer.

The Gem Branch, completely stocked with cigars and tobacco and under the management of Abadie & Larroux, will open on November 1st at Common and Carondelet Streets. Following the retirement of A. P. J. Segassie, who has been at this stand for twenty years, the new managers have installed a new front and fixtures, and will be in the market for a number of live brands. They will feature New Orleans stock.

The "Press," in Newspaper Row, on Camp Street, enjoyed quite a run on "Chancellors" after they had installed an attractive window display of that brand.

George H. Guillemet, formerly with Valloft & Dreux, is traveling Louisiana for U. Koen & Company.

Valloft & Dreux's new "Decision" enjoys repeat orders in every territory in which it is introduced.

W. H. Gilly, in the Hennen Building, has introduced a new cigar, "La Flora de Mae," to his trade. It is a 10-cent clear Havana, and is named after his little eight-year-old daughter, Mae, whose photograph appears on each box. The cigar is being manufactured by Trelles & Company, Factory No. 51.

P. A. Wysard, vice-president of the Havana-American Company, who paid New Orleans a visit during the latter part of October, was entertained lavishly by local officials of the company.

(Continued on Page 24)

Cleveland

Factories Anticipate Heavy Holiday Business—Good Window Displays on "Reynaldo" Brand—Banner Year for Shields-Wertheim

Cleveland, O.

WEATHER conditions in the past two weeks has had a stimulating effect on the retail trade. The downtown dealers report business very satisfactory. The manufacturers are all behind on orders owing to the scarcity of help. All indications point towards a very large holiday business.

Louis B. Shields, of the Shields-Wertheim Company, has been confined to his home for the past ten days with an attack of neuritis.

Max Gershwind, proprietor of the Ideal Cigar and Billiard parlors, reports business very good. Mr. Gershwind has been in his present location nearly two years, and has worked up a very nice business. His motto has been good goods in good condition.

Harry Halper, of the Ohio Stogie Company, informs the writer that he is unable to fill only about one-half of his orders on his famous "Uncle Joe" stogies owing to the scarcity of help.

Morris Weiss has secured the lease on the store room to be erected at the corner of East 105th and Superior Streets. This is one of the busiest corners in the uptown sections.

Some very attractive window displays have been seen around town on the "Reynaldo" brand, which is distributed through the Baer-Wolf Company.

H. M. Stace has been displaying the "La Greda" brand in his window for the past ten days. This brand is manufactured by the Shields-Wertheim Company and is making quite a hit with the trade.

The Streich Drug Company has secured the lease on store room being erected at the corner of Euclid and Taylor Road. This will make store No. 4. Mr. Streich, who does all the buying, has made it a point not to overlook anything that will boost his cigar departments. Consequently you will find one of the most complete stocks in any of his stores. Among his leaders are: "La Venga," "El Sidelo," "Cuesta-Rey" and "La Saramitas."

Jose M. Cuyar, of Andres Diaz & Company, was in town this week. Mr. Cuyar just returned from the West, where he booked some very large holiday orders.

Garry Salmon, of Deisel-Wemmer Company, reports business on his territory has been very good. He has been booking some very nice holiday orders.

A. L. Ehrbar, local distributor for "Cinco," has just added seventeen counties to his territory in the Toledo district. Jack Turner, formerly with Joseph Sinder, is his representative in the new territory.

D. O. Haas, of the American Trust Building cigar store, reports business is very satisfactory and is running away ahead of last year.

James B. Shields, president of the Shields-Wertheim Company, informed the writer that this would be their banner year. That they were never so far behind on orders as they are at the present time. They have orders enough now to keep them going at top speed until the first of the year.

Recent visitors in town were W. H. Cleasby, of J. E. Shepard Company, South Windsor, Conn.; Ed. Jandorf, Buffalo, N. Y.; Ed. Boasburg, Buffalo, N. Y.; Jose M. Cuyar, New York.

"Dick."

Why the Salesman Failed

He wasn't neat in his appearance.
He lacked dignity in his bearing.
He used no tact in introducing himself.
He was late in keeping his appointment.
He had a conceited and arrogant manner.
He did not believe in his own proposition.
He disgusted his prospect with gross flattery.
He didn't know the fine points of his own goods.
He offended the prospect by undue familiarity.
He made a bitter attack upon his competitor's goods.
He openly ridiculed his prospect's ideas and methods.
He made no preliminary study of his prospect's case.
He relied on bluff instead of solid argument, based on facts.

He got lost in the forest of details and couldn't stick to essentials.

He had been out with the boys the night before and showed the effects.

He talked too much. He gave his prospect no chance to explain his needs and position.

He couldn't answer questions and objections intelligently, concisely and convincingly. He tried to close his prospect before he had worked him up to a point of conviction.

He lost his nerve because the prospect presented such an unyielding front, forgetting that battles are won by hard rallies at the finish.

He didn't know his business when he made the approach; he didn't talk clean cut business after he got in; didn't make it his business to fight all the way through and didn't do business before he left.—"Bankers' and Brokers' Gazette."

Hints on Window Display

Window displays must be opportune to draw their best. So must any advertising. Proper attention must be paid to making the display fit the time and the events of the day or week. Catch the spirit of the public in regard to any passing fancy or occasion.

As one of the very best methods of advertising, window display cannot be expected to be absolutely free from expense of any kind. Many storekeepers, especially smaller ones, think that any money spent in getting up a window exhibit is just that much thrown away. Unless the sum spent is out of all proportions it is the best kind of advertising investment. It brings results right away, real, tangible results. You can stand inside and see the possible customer halted by the sight of the attractive window and then watch the turning of her steps toward the door.

Window advertising should be as systematic and thorough as any other kind. There must be no slip-shod work. You are putting yourself and your store on record when you get a window exhibit. You are placing your work and your goods right out in the limelight where every defect, if there is one, will show at its full value. See that you are at your best as seen in the window display.

Window advertising ought to follow the printed advertising of the store and generally should supplement it. If you show in the windows the goods advertised in the newspapers you add a great deal of the value of the paper advertising and detract nothing from the window advertising. Showing the goods is what sells them, and when you have made people think of certain goods by talking about them in the papers, you have the chance to make them look at them in the window and show how the goods themselves compare with the stories you have told about them.—"Brains."

J. M. Ritchey Gets Permanent Injunction

In the case of J. M. Ritchey, a stogie manufacturer, of Connellsville, Pa., against Mollie Horewitz and her husband, Judge E. H. Reppert recently made an order against the defendants, permanently restraining them from using trade names claimed to have been originated by Mr. Ritchey. The injunction prohibits the defendants from making and selling stogies under the brand names of "West Penn," "Best Penn" and "Will Penn."

Mr. Ritchey was represented by H. S. May and E. C. Higbee.

Trading Stamp Laws in Supreme Court

The validity of trading stamp legislation in States which have enacted laws against the giving of premiums with goods sold is said to depend upon the outcome of arguments made Friday before the Supreme Court in Washington, D. C., over the constitutionality of such laws in the States of Florida and Washington.

Lawyers seeking to have the laws annulled declared in presenting the cases to the court for decision that last year $125,000,000 was given away in premiums, and that the life of the business was at issue. They urged that the laws worked discriminations against one form of advertising, and that other methods of advertising might with equal justice be stricken down arbitrarily if this one is forbidden.

E. M. Schwarz & Company Purchase in Newburgh

E. M. Schwarz & Company, cigar manufacturers, have purchased, through Shipp & Osborn, real estate agents, from the Coldwell Lawn Mower Company the building on the east side of South Lander Street, Newburgh, N. Y., formerly occupied by Stewart & Whitney, consisting of the brick factory and all the land belonging to the property. The company is preparing to enlarge their plant in order to meet all their requirements, making cigars. At present they are employing about two hundred operatives; they expect to employ four hundred. The only difficulty at present is finding help; this they expect to overcome gradually.

It will be remembered that the Schwartz people leased the factory formerly operated by the Kaufmann Cigar Company, but they found this building inadequate for their purpose and had to secure larger quarters. Besides their plant in Newburgh they have a large manufacturing plant in New York City located at Eighty-first Street and East End Avenue and others at other points in New York City.

"Gato" Cigars Are Much in Demand

If anyone ever had any doubts relative to the popularity of the "Gato" cigar on the Pacific Coast, let him lay them aside! S. Bachman & Company, San Francisco, Cal., are doing a wonderful jobbing business on this brand. Not only are they distributing it, but they never allow any opportunity to pass without disclosing the confidence which they repose in this popular brand. Only recently in the Tobacco Day trade at the Exposition, they selected the "Gato" for especial prominence, alloting to it, one of the four principal floats which they had in the procession, in addition to their various automobiles. The Gato float was a monstrous representation of the "Gato" cigar on an appropriately adorned base. Needless to say, it attracted much attention. To further strengthen the statement that the firm of S. Bachman & Company are doing a wonderful "Gato" business, it may be said that only recently this firm had consigned to them by the E. H. Gato Cigar Manufacturing Company of Key West, Fla., not less than sixty-three cases of all sizes of "Gatos" totalling in the aggregate about 300,000 cigars. Certainly both jobbers and manufacturers have just reason for congratulation.

Smoking An Ancient Custom

IT is now very generally assumed that the American origin of tobacco smoking has been satisfactorily established, but we doubt very much whether one person in a thousand is at all acquainted with the grave doubts which have been entertained as to whether tobacco smoking was not known in Asia for centuries previous to the birth of Columbus. It may be interesting to some of our readers to offer a few observations on this very curious subject, especially as really no conclusive evidence on either side exists to show where tobacco smoking originated.

From the extensive practice of smoking in Asia, and especially in China, Pallas argued that the use of tobacco for smoking in those countries must be more ancient than the discovery of America.

"Amongst the Chinese," he says, "and amongst the Mongol tribes, who had the most intercourse with them, the custom of smoking is so general, so frequent, and has become so indispensable a luxury, the tobacco purse affixed to their belt so necessary an article of dress, the form of the pipes (from which the Dutch seem to have taken the model of theirs) so original, and, lastly, the preparation of the yellow leaves (which are merely rubbed to pieces and then put in the pipe) so peculiar that they could not possibly derive all this from America by way of Europe, especially as India, where the practice of smoking is not so general, intervenes between Persia and China." This opinion has since been supported by high botanical authorities. Thus Meyen says: "It has long been the opinion that the use of tobacco as well as its culture was peculiar to the people of America; but this is now proved to be incorrect by our present more exact acquaintance with China and India.

"The consumption of tobacco in the Chinese Empire is of immense extent, and the practice seems to be of great antiquity, for on very old sculptures (I have observed) the very same tobacco pipes which are still in use. Besides, we now know the plant which furnishes the Chinese tobacco; it is even said to grow wild in the East Indies." To these arguments several other considerations may be added. If we grant that tobacco is really an Otaheitan word, we must not at the same time be oblivious to the fact that the tobacco of Shiraz in Persia is, and has always been known as tumbeki; and this circumstance appears to be something more than coincidence.

The argument of Pallas and Meyen, to the effect that smoking has been known amongst Asiatics since the very early times is not improbable, for it is difficult to believe that in so short a time as a couple of hundred years such a habit, involving a considerable amount of work, and an alteration in the aspect of material interests which could hardly have been less than a commercial revolution, could have entered so deeply into the most lethargic and conservative of natures and have spread so generally. And, it is curious to observe, there is no tradition extant that such tobacco as we obtain from the Western Hemisphere was ever known or tried in Asia or Africa, nor has any traveller ever mentioned the general use in the western division of pipes in the form familiar to us.

Indeed, between the regions of the cognate pipes of China and Western Europe yawns a vast tract of territory in which only the hookah, or water-pipe is known. This is very significant when it is remembered that the European pipe shape originated in Holland, and that in the fifteenth, sixteenth and seventeenth centuries the largest marine trade with China was in the hands of the Dutch traders and navigators. The Asiatic tobaccos, too, are supplied by the soil, and are just the color and strength that the temperament of the natives require—whence did the seed originally come?—and in the Central States, that is, in the regions which are most remote from the sea, the pipes are far in advance of those we use.

The period which dates from the Elizabethan era is much too short to account for the development of the scientific idea of the hookah in the Eastern mind; and who ever heard of Orientals in the short space of two centuries elevating a foreign habit to such a degree of veneration that its special utensils should be lavishly ornamented and jewelled, and considered of such importance in the courts of princes, that a special officer should be appointed to take care of them? All this certainly seems to point to ages of development. It would also be interesting to inquire who introduced smoking to African savages, amongst whom also obtain many ingenious methods of smoking which are evidently of no recent origin.

On this evidence it would not be surprising if all our present ideas concerning the early history of tobacco were at some future day to undergo considerable modification, and that the origination of the practice of smoking should be ascribed to that ancient continent which is also "the cradle of mankind." There is every reason to believe that smoking is only a phase of the peculiar Asiatic ceremony of incense burning.

At a very early period in Oriental history the agreeable balsamic odors of the "altars and high places" were domesticated in sybaritic homes; and we can easily imagine how, from merely tittillating the nostrils, luxurious chieftains gradually acquired the habit of inhaling the intoxicating fumes during prolonged intervals. From inhaling to smoking is but a step. Take some ancient altar, in the hollow of which the fragrant product of the Boswellia serroto used to be consumed, cut a hole in the side and fix in it a tube—and you have a pipe.

One can easily imagine some indolent prototype of the modern smoker, too lazy to raise himself to bend over his aromatic brazier, suddenly thrusting the end of a straw or a cane amongst the glowing embers and sucking in the fumes. Professor E. H. Clarke, M. D., of Harvard University, states in the "American Encyclopaedia" that the use of opium by smoking has existed in the East for centuries; it is quite within the range of probability that one of these days the same statement will be made without the possibility of contradiction respecting tobacco smoking.—Exchange.

New Orleans

(Continued from Page 22)

Edward Gonzales has opened a cigar stand in connection with his Grand Cafe, 451 Camp Street.

Mr. Lozano, of F. Lozano, Son & Company, Tampa, Fla., was one of the prominent New Orleans visitors last week. Mr. Lozano remarked incidentally that he hadn't come here after any special business, but he took Max Guiraud's order for Christmas specialties just the same.

Mr. Cutler, representing Verplanck & Company, Tampa, was a recent visitor to the Crescent City.

A conversation with R. B. Rogers, secretary-treasurer of the Hernsheim Company, recently gave me much food for thought. Mr. Rogers says his firm is concentrating their energies on two 5-cent cigars, "Kings' Court" and "Rex Roy," and is pushing them for all they are worth to the practical exclusion of 10-cent brands. Just before the war the Hernsheim Company manufactured a great many 10-cent cigars. Then they thought they saw that the public wanted a 5-center. They gauged the situation accurately; went to work on their ideas, and today have achieved more than success.

A. J. B.

Tampa

Busy—Sums Up Trade Conditions at Present—Matthew W. Berriman a Recent Visitor—Rotary Club Begins Weekly Meetings

BUSY! That is a summing up of the situation prevailing among the factories here in Tampa at the present time. And so numerous are the orders on hand, that every available first-class cigarmaker is finding himself rushed to the utmost. This is certainly gratifying when it is considered that but a short time ago such dire distress existed. Did you ever stop to think what it really means when one says that the cigar factories are busy? Can't you picture the quickening of the pulse, the surging of the blood through the veins of those connected with the work being done, the satisfaction that finds its place in the consciousness of both employer and employee? And of necessity, this must have an effect that is far-reaching. Furthermore, what is the result of the increased business being done? Are not the employer and employee given an opportunity of branching out in many commercial ways, that were not possible before? Bills are met more promptly, and commodities secured by both, that enable those from whom they are purchased to in turn extend and pass the influence along. One may easily see therefore that prosperity to Tampa means prosperity to others. Wheels within wheels, always!

Among the prominent visitors may be mentioned Matthew W. Berriman, of "Jose Vila" factory, and A. L. Sylvester, of New York, president of the Havana-American Company.

The erection of an armory for the National Guardsmen is in contemplation.

What is reputed to have been one of the largest recent shipments of tobacco arrived in Tampa during the past fortnight on board the P. & O. steamer "Miami." The tobacco which was consigned to the local manufacturers numbered 1593 bales, estimated to total 160,000 pounds of tobacco. It is stated that this amount would be sufficient for the manufacture of at least 8,000,000 cigars.

The Rotary Club has again started their weekly gatherings. The first was held on Thursday the 21st inst., taking the form of a dinner at the De Soto Hotel.

J. A. Schmidt Estate Found Insolvent

Mrs. Anna Schmidt, widow of J. Adam Schmidt, cigar manufacturer, of Cincinnati, Ohio, who committed suicide some months ago because of financial difficulties, reported to the Probate Court recently that her husband's estate is insolvent. The estate amounts to but $13,939.13, while the claims against it total $31,355.02. Mrs. Schmidt reported that the costs of her administration of the estate, and the preferred claims amount to $6,849.87, leaving a balance of $7,089.26, to take care of claims totaling $20,505.15. The largest claim against the estate is by the tobacco firm of John Berger & Son, for $17,516.12, on an open account. Probate Judge Lueders found that the estate is probably insolvent, and he appointed Mrs. Schmidt as commissioner to investigate and settle the valid claims.

Julius Lichtenstein a Jacksonville Visitor

Julius Lichtenstein, president of the American-Sumatra Tobacco Company, with headquarters in New York, was a recent visitor in Jacksonville, Florida, on important business. The American-Sumatra Tobacco Company owns several large plantations in that section.

American Overseas Corporation to Solve Shipping Problem

A number of New York financiers, manufacturers and exporters have taken an active part in the formation of the American Overseas Corporation, a statement concerning the purposes of which was issued in Washington on Saturday. Among these men are Alexander J. Hemphill, chairman of the board of the Guaranty Trust Company; James B. Duke, of the British-American Tobacco Company; Max May, vice-president of the Guaranty Trust Company; Ambrose H. Burroughs, a lawyer at 200 Fifth Avenue, in whose office the company has its headquarters; Samuel T. Morgan, president of the Virginia-Carolina Chemical Company, and James S. Alexander, president of the National Bank of Commerce.

The corporation was organized in this State with a nominal capital of $100,000. Charles H. Burr, of this city, is counsel for the corporation and he has been twice to England making arrangements with the British Government to recognize the corporation. Inasmuch as the major purpose of the concern is to facilitate the movement of ships and their cargoes from the United States to neutral European countries when such cargoes are designed for consumption in neutral countries, the State Department does not officially recognize the corporation, it being the contention of the department that interference with American shipping by Great Britain, which the corporation aims to overcome, has no warrant in law. To recognize the corporation officially would be tantamount to admitting the right of Great Britain to hold up American cargoes.

Shippers desiring to send goods abroad must file with the corporation a statement of the cargo and its destination. The corporation will investigate and will then forward the cargo to its agents in neutral countries of Europe. The corporation's acceptance of the cargo will be taken by Great Britain as a guarantee that the cargo will not reach Germany or other enemies of the Allies. Under the arrangement there will be no holding up of ships and the elimination of delay and of the risk of seizure is expected to have a favorable effect on insurance rates, interest charges and foreign exchange. The arrangement covers only the shipment of non-contraband goods, thus excluding cotton.

Famous Cigar Store Changes Owners for the Third Time

What is said to be the oldest cigar store in Wichita, Kansas—The Lunquist, at 216 North Main Street—changed owners recently for the third time in its history. A. F. Rothfuss, for many years connected with the Manhattan Cigar Company, purchased this well-known meeting place, and is now in charge. A. C. Lunquist, of 314 South Water Street, former owner of the store, will be connected with a confectionery store.

This store was established about thirty years ago by the Husey Cigar Company. Mr. Husey was a wholesale cigar manufacturer and opened the store as a retail place. The room is about thirteen feet wide and more than one hundred and forty feet long.

But the real feature of the store is its class of patrons. Seldom is a young man seen in the place, but elderly men can be found there in great numbers. Retired business men, ex-public officials and others congregate there day after day to play checkers and dominoes, smoke and discuss current issues—politics and crops generally.

Union-American Company Pays Regular Preferred Dividend

The Union-American Cigar Company has declared the regular quarterly dividend on preferred stock, of one and three-quarters (1¾) per cent., payable November 15, 1915, to stockholders of record October 30, 1915.

Deaths in the Trade

Charles N. Griswold

Charles N. Griswold, a retired tobacco dealer of Detroit, Michigan, died recently at his home in that city. He was born in Lockport, New York, seventy-four years ago. Apoplexy was the cause of his death.

Robert H. Loomis

Robert H. Loomis, a well-known tobacco grower, living near Suffield, Connecticut, died recently after a long illness. He was sixty-four years old. The deceased was born in Suffield. He is survived by a widow.

William Stahl

William Stahl, head of the firm of Jacob Stahl & Company, died recently at his home in New York, following a two-days illness. He had been in the cigar business all his life and succeeded to the business established by his father, Jacob Stahl.

Robert F. Brome

Robert F. Brome, aged sixty-four years, a tobacco grower and farmer of Suffield, Conn., died recently at his home, on Mapleton Avenue, that place. He succumbed after a long illness to a valvular disease of the heart. He is survived by six children.

Frank M. Keats

Frank M. Keats, president of the F. F. Adams Tobacco Company, of Milwaukee, died recently in a Chicago hospital. The deceased was seventy years old. A widow and daughter survive.

Frank Kirst

Frank Kirst, a well-known cigar manufacturer of Buffalo, N. Y., died recently at his home in that city. He is survived by a widow, five daughters and seven sons.

James M. Beall

James M. Beall, one-time wholesale tobacconist of Baltimore, Md., died recently at his home in that city from intestinal trouble. He had been ill for some weeks. The deceased was sixty-eight years old. Until twenty-five years ago, when he retired, Mr. Beall was a wholesale tobacconist. He was born in Wellsburg, W. Va.

Robert L. Stix

Robert L. Stix, a wholesale tobacco merchant, died recently at his home, 465 West End Avenue, New York, in his fifty-eighth year. He was a son of the late Louis Stix, founder of Louis Stix & Company, of Cincinnati, O., and was born in that city. Mr. Stix was in business for many years at 174 Water Street.

"And Still 'Miss Detroit' Continues to Grow"

So phenomenal has been the success of the "Miss Detroit" cigar, manufactured by the Mazer Cigar Manufacturing Company, Theodore Street and Grandy Avenue, Detroit, Michigan, that the company is about to take on three hundred new employees to occupy the new addition to their present structure. It is four stories high and is 30 feet long by 110 feet wide. The employees of the Mazer Company at present number four hundred and sixty. Speaking of the "Miss Detroit," "the cigar that makes your nickel worth a dime," Henry Mazer, president of the Mazer Cigar Manufacturing Company, states "there is a demand for the brand from coast to coast. Our cigar has followed the fame of the City of Detroit, its namesake, into every part of the United States. The man who likes a cigar of exquisite flavor, good all the way through, at a reasonable price, has found in 'Miss Detroit' the cigar he wants. Hand-made, with a broadleaf wrapper and long filler, it looks and tastes like a ten-cent cigar."

The Mazer Company calls attention to a new brand which it has just recently placed on the market, known to the trade as the "Dime Bank Building" cigar, retailing at ten cents. The company is confident that success lies ahead of this brand also, inasmuch as they are already oversold. But to further introduce it and ensure for it a trial by those who have not yet become acquainted with the "Dime Bank Building," the Mazer Company will offer a humidor of fumed oak, brass lined, with each first box of fifty of the brand.

Albany Dealer Files Petition

Sheridan Tuffs, a tobacco dealer, of 133 North Pearl Street, Albany, New York, on October 15th filed a petition in bankruptcy in the United States District Court at Utica. Liabilities $8074 and assets $115, stock and fixtures. There are about twenty-five creditors. Pauline and Daniel H. Myers have a claim for $2166 on a two-year lease and Charles Dearstyne guaranteed the payment of the rent to the extent of $2275. Rent to the amount of $216 has been paid. The Dearstyne Brothers Tobacco Company, of Albany, is creditor for $950, and G. W. Van Slyke & Horton, also of Albany, $75.

Plan for Big Tobacco Warehouse at Wilson

Besides the commodious warehouse which they already have in Wilson, N. C., the Atlantic Coast Line Railroad people are contemplating the erection of one of the largest warehouses in the State to better the facilities for the large shipments of tobacco and cotton that daily go over their line. The dimensions of the new freight warehouse will be 60 by 500 feet and will extend through an entire block. The structure will be of brick and comfortable offices will be fitted up with the most modern improvements. The building will be opposite the present warehouse, on the west side of the tracks, obviating the necessity of crossing tracks to load or unload goods. The company has not decided whether they will build it themselves or let it out by contract.

Another Big Tobacco Stalk

John Insko, of Winchester, Kentucky, is said to have raised a stalk of tobacco which attained a height of eight feet, and contained eighty leaves on it. Mr. Insko claims that he had two other stalks in his field which were the same size, and another which attained a height of nine feet. He intends to save the seed from these plants.

Frank Greco, express and tobacco, 231 Mott Street, has filed a petition in bankruptcy, with liabilities of $4433 and assets of $1716 in accounts.

"Flor De Moss" A Part of Judell Tobacco Day Caravan

This "Ship of the Desert" was a part of the H. L. Judell & Company, caravan in the Cigar and Tobacco Day Parade, held in San Francisco, October 16th. Herman Moss, of S. R. Moss & Company, Lancaster, Pa., who manufacture the "Flor de Moss," is the satisfied-looking gentleman in the foreground.

San Francisco

Cigar and Tobacco Day Gives Trade a Boost—H. G. Wemmer a Visitor in the City—A. Michalitschke Dead—T. F. Healy Calling on the Trade

San Francisco, October 21, 1915.

THE big Cigar and Tobacco Day celebration in San Francisco is now a matter of history; and the trade as a whole seems mighty well pleased with the showing made. Undoubtedly the big parade and the celebration at the Exposition, together with the advertising accompanying the entire proceedings, drew a lot of attention, and did a lot of good in attracting public interest to the cigar and tobacco industry, to say nothing of the good that comes to the trade itself in getting together for action for the common interest. The committees having the matter in charge are getting a lot of appreciation for the way in which the leading features of the celebration were brought off; and various houses in the trade are being congratulated because of the effective showings made. San Francisco has been treated literally to hundreds of parades of various sorts since the Exposition opened, but it is doubtful if any of them were more novel and interesting and more calculated to get and hold the attention of the general public than the one which moved up Market Street last Saturday.

The fall season is opening up well with the trade generally reporting more activity in San Francisco than in other parts of the Coast. The usual fall activity is, however, beginning to make itself felt in the interior; and local wholesalers are expecting to see a rapid improvement in country business in the early part of November.

H. G. Wemmer, one of the manufacturers of the "San Felice," five-cent cigar, spent last week with Charles Mattheas in San Francisco. Charles Mattheas & Company have been doing a big business in the "San Felice."

T. S. Jacobs has succeeded to the cigar business of W. D. Eisner, at Oroville, Cal.

M. Glaser has bought out the retail cigar business of Joseph Sturm, at 625 Montgomery Street, San Francisco.

L. Goodman, of Edward Goodman & Company, of this city, has returned from a two weeks' vacation, most of which was spent in the mountains.

The report has reached this city that Lachman & Mayer, wholesalers and retailers of Reno, Nev., have retired from business in that place.

George Yocum, Pacific Coast representative of Yocum Brothers, of Reading, Pa., and I. Klingenstein, the well-known retailer and distributor of Los Angeles, Cal., came up from Los Angeles this week by automobile. Mr. Yocum was met in this city by G. L. Yocum, from the Eastern branch of Yocum Brothers, and by C. F. Reynolds, of Chico, Cal., a well-known handler of the Yocum goods; and he is now busy laying plans for the future in connection with his associates. Mr. Klingenstein is here primarily to take a good, long look at the Exposition before returning to his home in the South.

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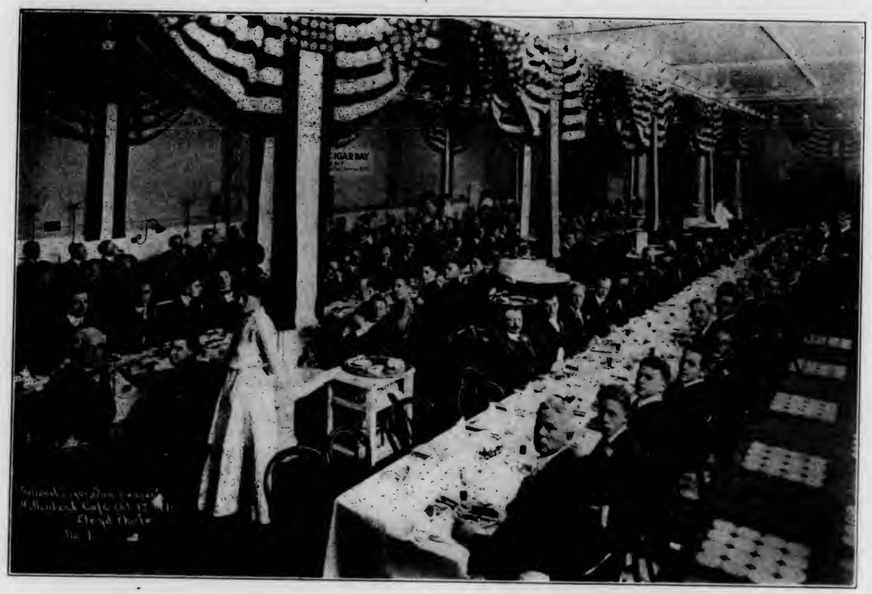
LOS ANGELES RETAILERS BANQUET ON NATIONAL DAY



Independent Retail Cigar Dealers Association of Southern California, Banqueting on National Cigar Day, at the Hotel Hollenbeck, Los Angeles.

Los Angeles, Cal., October 27, 1915.

E NEZ DAR, as the God of Tobacco, is said to have been called by the Indians, who paid homage in word and smoke on the evening of October 12th, when the Independent Retail Cigar Dealers' Association of Southern California sat down at a banquet in the Hollenbeck Cafe, Los Angeles, Cal., to celebrate National Cigar Day. More than 1800 cigars and 5000 cigarettes were consumed.

Guy W. Yonkin, president of the association, under whose auspices the banquet was held, opened the speech-making and in a few words welcomed the some five hundred cigar men present and expressed the hope that all would have an enjoyable time. Mr. Yonkin introduced as the toastmaster of the evening, Anthony Schwamm, and the applause which greeted the announcement must have touched all those present and impressed them with the fact that Mr. Schwamm is highly respected and deeply admired by the entire trade of Southern California.

Mr. Schwamm opened the ceremonies with a brief tale of how Columbus first smoked the "weed." In closing he said:

"We sit together among clouds of smoke, while Europe sits among smoke clouds of another nature. Let us hope that Uncle Sam, playing the part that the Indian chieftain once played, will soon hold out across the Atlantic another peace pipe for all the world to smoke."

Letters expressing regret at not being able to attend were read by Mr. Schwamm. Among the letters and telegrams was one from J. P. Tumulty, Secretary to the President of the United States. The letter reads as follows:

"To Mr. Al Finkenstein, Secretary of the I. R. C. D. A. of S. C.

"My Dear Sir: The President has received your kind letter of September 28th, and while he very much appreciates the invitation which you extend to him, he regrets his inability to accept. He asks me to thank you cordially for your courtesy in this matter.

"Sincerely yours,

"J. P. Tumulty,

"Secretary to the President."

Wires expressing regrets at not being able to attend were received, and read, from the following: James D. Phelan, United States Senator from California; Morgan Cigar Company, Tampa, Fla.; N. E. Nelson, Seattle, Wash.; J. Maurice Eckenrode, San Diego, Cal.; United States Senator John D. Works, Governor Hiram W. Johnson, James R. Brewster, Seattle, Wash.; R. W. Ebber, Secretary of Cigarmakers Union of Los Angeles, Cal.; Tobacco Company of California, Inc., San Francisco, Cal.; Bobrow Brothers, Philadelphia, Pa., and George W. Walker Cigar Company, Los Angeles, Cal.

The following resolution was read aloud and met with hearty favor by an unanimous vote:

"Whereas, The Tobacco Trades Press has started a movement to organize the Tobacco Merchants' Association of America, which shall include as its members, Leaf Tobacco Merchants, Tobacco and Cigar Manufacturers, Wholesalers and Retailers,

"Therefore Be It Resolved, That we, the manufacturers, wholesalers and retailers of Southern California here assembled, go on record as being in hearty accord with said movement and pledge ourselves to do everything in our power to advance the interests of said movement.

"The Secretary of the Southern California Retailers' Association is instructed to mail copy of this resolution to the Trades Press."

Attention was called to the resolutions adopted by delegates attending the Non-Smokers' Protective League of America convention in San Francisco, two months ago, which advocate the passage of legislation forbidding the cultivation or sale of tobacco and prohibiting the use of tobacco in hotel lobbies, Pullman and dining cars, college grounds and all public places of amusements. Organization and a determined campaign against fanatical legislation was declared to be a necessity if the industry is to remain free from adverse influence and legislation.

Hon. Warren L. Williams, City Prosecuting Attorney, offered an address on the subject of "Sensible City Ordinances" and did not limit his remarks to city ordinances, but suggested that we should be just as much interested in State laws as we are in city ordinances. He also emphasized the necessity of providing the voters with a draft of ordinances *before* the election instead of following the old custom of supplying the copy after the voter has intelligently (?) voted on the measure. His remarks were received with a great deal of interest and concern by those present, as Mr. Williams has professed his good will toward the cigar and tobacco merchants of Southern California on numerous occasions.

John P. Carter, Collector of Internal Revenue of the Southern California District, told of the relation the tobacco industry bore to the Federal Government. He gave statistics of imports and exports of tobaccos covering a period of several years and declared ten per cent. of the expenditures of the Federal Government was met with the revenue derived from the tobacco industry. He declared the industry to be vitally important, not only from a financial standpoint, but also as a preventative of the use of drugs and narcotics, and said, "When you restrict the sale of tobacco or prohibit the cigar or cigarette, you are aiding and abetting the drug traffic. Statistics show the one decreases in exact proportion to the increase in the other."

Speaking of the effect of the war on the tax on tobacco and the probable rate of taxation for the coming year, Mr. Carter said: "If the people decide they must have an increased army and navy, internal revenue must be made to realize its part of the increased expense of the nation and an additional tax will probably be levied on tobacco products. If the recommendation of the Revenue Department is carried out there will be no increase in taxation, but, if ordered to procure an additional amount towards expenses, tobacco will be called upon to bear its share."

Mayor Charles E. Sebastian made an appearance immediately after the first speaker of the evening had concluded his address, and his entrance was the occasion for vociferous applause. He responded with a short address, "The City of Los Angeles," stating that "if every city could point to their cigar and tobacco tradesmen with such pride as Los Angeles, they would then be enjoying that prosperity which only Los Angeles can boast of."

Among other speakers to address the gathering were Arthur L. Veitch, who spoke on the duties of a good citizen. Mr. Veitch is a young gentleman lawyer, having as a partner Mr. John L. Richardson, another brilliant disciple of Blackstone. Both these gentlemen held the office of Assistant District Attorney of Los Angeles until recently, when they concluded they would give and derive more benefits by private practice. They are counselors for the retail cigar dealers of Southern California and always have shown their interest in the affairs of the retail, as well as the wholesale tobacconist.

Robert J. Gans, of J. J. Gans & Brother, discussed "Los Angeles as a Jobbing Center," and surprised 'em all by rendering the most interesting and forceful address of the evening. Senator Stanley S. Benedict, S. L. Weaver, president of the Rotary Club of Los Angeles; Judge John W. Summerfield made addresses on topics of interest.

A "rule" was broken, many said after the banquet was over. All speakers scheduled to appear and address those present, made their appearance and it was gratifying to sit and listen to no expressions of regret on the speaker's part. To this end the Banquet Committee deserves unlimited praise. A vote of thanks was extended to the Banquet Committee which consisted of Morris Burke, chairman; Day Elmore, C. F. Mickley, Robert Grayson, Harry Phillips, L. L. Kahn, I. Weinberger and Lester Wilson.

It was a fitting conclusion to a National Cigar Day. All the previous day the retailer and his customers celebrated. Many beautiful souvenirs and hundreds of cigars and boxes of cigarettes were distributed among the patrons.

The retail dealers banded together and yesterday noon tendered a luncheon to the Banquet Committee and officers of the association. Members of the Banquet Committee presented their chairman, Morris Burke, with a handsomely engraved jeweled watch as a token of their appreciation of his efforts in the past.

Those present were in part: E. A. Besker, Charles J. McCarthy, William T. Martin, C. B. Gray, Earl Wilson, Edwin P. Clark, Herman Steinber, F. J. Browning, Sam Roth, L. W. Roth, H. P. Hobson, William H. Postethwarte, Jack F. Lowry, Kelly Roth, Isidor Roth, H. S. Rallo, E. P. Sommers, F. M. Engethard, Ed. G. Hookstratten, F. Lewitz, J. L. Bean, G. M. Dodd, J. J. Jones, Julis Riesenberg, L. A. Stowell, I. Weinberger, Henry Phillips, Morris Burke, C. F. Mickley, L. L. Kahn, D. H. Elmore, L. Wilson, Robert Grayson, Ed. Garbey, W. C. Litti, C. J. Towson, W. R. Holdridge, W. J. Strauss, H. H. Snyder, John L. Richardson, Less F. Vance, Joseph Goldsmith, John Diggir, Richard B. Cowley, Alex. Eichenbaum, Daniel R. Loveridge, Theo. Woesman, J. O. Dodge, T. E. Phelps, B. W. Hanson, G. G. Hollis, G. A. Turner, A. J. Coppage, R. Denn, W. P. Flavell, W. N. Skirball, A. S. King, Joseph Israel, S. W. Friend, C. Barnett, John A. Bitting, H. S. Webb, J. W. Summerfield, S. L. Weaver, J. S. Conwell, F. C. Wheeler, W. L. Williams, G. W. Yonkin, A. Schwamm, R. J. Gans, O. F. Kinne, J. P. Carther, A. B. Case, J. L. Miller, Metom De Lyons, Victor Harris, B. Busky, A. Rossiter, B. C. Crawford, F. C. Wright, J. Poulton, E. W. Saunders, C. M. Worman, H. S. Benedict, C. T. Richeu, G. W. Whitney, M. S. Amels, R. D. Lyon, J. E. Ray, W. F. Hudson, F. A. Deardorff, Y. W. Lynch, A. F. Temple, H. D. Sturges, H. I. Kinney, C. E. Wright, J. D. Armstrong, Jr., J. D. Armstrong, A. L. Maxwell, H. T. Spriggs, J. E. Baumgartner, J. A. Graham, C. M. Gutyn, S. J. Hindni, Van C. Cohn, Max Roth, Louis Gould, Isadore Frolich, T. J. Dunn, D. E. Albert, James Terner, Philip Lippner, L. E. Colner, W. A. Webb, Will Anson, Henry Menn, W. S. Carter, George Vizio, S. H. Gordan, Nelson Jaeger, B. S. Redman, W. B. Lanius, C. C. Trau, H. L. Levy, Edward Frank, I. Frank, Abe M. Cohn, J. C. Chuck, Fred Cowell, W. R. Harkness, C. V. Feetder, W. L. Cornwall, Joe Radermacher, C. C. Hellman, Horace Gladstone, Jesse W. Lowry, William J. Frank, O. B. Lavallee, Charles L. Lewin, F. French, Sam Heymann, H. Kamins, T. B. Harris, Bill Veith, G. S. Mitchell, A. D. Smith, Al Korn, E. M. Vallens, Frank R. Pitner, Ben S. Jarrett, Ed. Cohn, Ben Cohn, C. E. Rice, Al Finkenstein, Sam Meaglia, Stephen Mussatte, C. Ravero, W. E. Hering, A. B. Bowden.

The Cuban Market

From Our
Exclusive Bureau
Perseverañcia No. 8

Havana, Cuba.

Havana, October 23, 1915.

NOTWITHSTANDING the fact that the number of leaf buyers from the United States has been limited during the past fortnight, our market has been very active and prices remain very firm, with an advancing tendency for all styles of leaf.

One large buyer from New York, who represented the largest manufacturing concern of cigars in the United States, has operated freely in old and new Remedios leaf, and thus has started business in this variety for first and second capaduras. Prices paid show an advance over the current figures a few months ago, and our leaf dealers feel encouraged as to the future this fall and winter as it is an indication that there is going to be a better demand on the part of the cigar manufacturers in the United States. The Tampa clear Havana cigar manufacturers have also operated to some degree in adding to their holdings.

Our cigar manufacturers in cigars, as well as in cigarettes, are constantly on the lookout for more suitable goods for their particular requirements. The former are principally securing all the available stocks of old Vuelta Abajo, which could yet be found in our market, while the latter are mostly buying the lower grades of the new Remedios crop, which contain quality for blending with the lighter styles of Vuelta Abajo colas. One noteworthy occurrence is, that the old Remates leaf, which nobody seemed to care for last year, is now in demand, and finds a ready sale at regular prices.

Our exporters for Germany have not stopped to secure all the low grades of the new Remedios, at fair prices, but the remarkable point is, that instead of shipping the leaf at once, as is usually customary, they are storing the bales here. Naturally, as the British fleet is keeping a close tab on all exports, and nothing could be shipped to Germany direct, nor could either be forwarded to the neutral countries, such as the Netherlands, Denmark, Sweden or Norway, in any large quantities, there is no way of exporting tobacco at the moment. The few shipments made so far evidently are for the needs of the neutral countries themselves, as formerly they supplied their wants from such ports as Bremen or Hamburg. Perhaps the German exporters are casting an anchor to windward, in the hope of a speedy peace in the terrible conflict in Europe.

Besides the activity in our market, we have also learned that there has been very active buying going on in the Santa Clara province, where all the choice vegas, or packings made by the farmers, have changed hands at fair figures. The buyers have been partly some of the American houses established here, some German exporters, and our leaf dealers, who did not have enough stocks of leaf on hand to offer to their regular customers later on in the season.

Sales during the past fortnight totaled 17,316 bales, which divided, represented: Vuelta Abajo, 5602; Partido, 740, and Remedios, 10,974 bales.

Buyers were: Americans, 7579; exporters to Europe, 5400; shippers to South America, 700, and our local manufacturers of cigars and cigarettes, 3637 bales.

Exports of leaf tobacco from the port of Havana, for the two weeks ending with the 20th of October, totaled 12,958 bales, which were distributed to the following countries, viz.: To all ports of the United States, 10,006; to Canada, 121; to Spain, 1504; to Great Britain, 23; to the Netherlands, 150; to Denmark, 602; to Norway, 5; to the Argentine Republic, 343; to Uruguay, 25, and to Chile, 179 bales.

Receipts of Leaf Tobacco From the Country

For 2 weeks ending Oct. 14, 1915.		Since Jan. 1, 1915.
Vuelta Abajo	3,141 bales	103,852 bales
Semi-Vuelta	1,755 "	15,408 "
Partido	714 "	14,006 "
Remedios	18,275 "	138,053 "
Oriente	144 "	8,141 "
Total	24,029 "	Total 279,460 "

The planting season of the coming crop is now at hand, and we have heard that a few farmers in the Vuelta Abajo and the Partidos have made a beginning already, upon a small scale, although it will take the whole month of November to finish the setting out of the seedlings. Everybody thinks, however, that the next crop will be a small one on account of the misery of the poor vegueros in the Vuelta Abajo and in the Partidos, as they have neither money or credit to buy the needed fertilizers or seedlings, nor have they any oxen left to plow their fields, as they had sold them to keep them from starving. Under these circumstances it seems a foregone conclusion that we cannot hope for a big crop, even if the weather conditions should be all that could be desired.

Buyers of Leaf Tobacco That Come and Go

Arrivals—From New York: Paul Hirschhorn, buyer of the United Cigar Manufacturers Company; Jose M. Diaz, president of the Preferred Havana Company; S. Wallach, of G. Falk & Brother; Henry Bornheim, of J. Bornheim & Son, and Eladio Tejeiro, of Eladio Tejeiro.

From Tampa: John E. Russell, of the Havana Leaf Tobacco Company, and Jose Lovera, of the Jose Lovera Company.

From Key West: A. W. Arnold, president of the Mi Favorita Cigar Company, and Luis Martinez, of the Luis Martinez Havana Company.

From Boston: Albert W. Kaffenburgh, of I. Kaffenburgh & Sons, and Levi W. Scott, of Levi W. Scott & Company.

Departures—To New York: Paul Hirschhorn, S. Wallach, Jose Menendez and Jose M. Diaz.

To Tampa: John E. Russell, Facundo Arguelles and Francisco Arango.

To Key West: A. W. Arnold and Vivian M. Myers.

To Chicago: Harry Landfield.

Returned—Pablo L. Perez, president of the Havana Tobacco Stripping Company; Baldomero Fernandez, of Baldomero Fernandez, and Manuel Lopez, owner of the Punch factory.

Cigars

Our large factories are fairly busy in filling the pending Xmas orders for the United States, and while trade with Great Britain evidently suffered somewhat, still some orders for the finer sizes have been received; therefore business has not been entirely cut off, as some of our manufacturers had feared. However, after the holiday orders have been filled, it remains to be seen how business may look then. There is an improvement over the same period of last year, but we are more than one-third behind this year, as regards our exports in 1913, and which was by no means a good year. Our small factories are suffering most on account of the war in Europe.

H. E. Partridge, who is established at Auckland, New Zealand, and who is the representative of the Partagas factory, came here for a short visit to arrange for the future selling campaign in New Zealand and Australia. Mr. Partridge is a perfect gentleman of vast experience, having visited almost every country during his eventful career, not excluding China and Japan, and a thorough salesman of cigars. He left again today for his home via New York. The Partagas factory is very busy on good substantial orders for several months to come.

Romeo y Julieta purchased a little over 1000 bales of choice old Vuelta Abajo vegas during the last fortnight. The factory is working strong at present.

H. Upmann continues to make heavy shipments for the principal countries, having been favored with large orders.

Por Larranaga has quite a large call for its brand, "Nacionales," in the United States, as the excellent quality has found universal favor with the discriminating smokers. Great Britain and South America continue to order the finer sizes in large quantities.

Sol and Devesa de Murias have received fair orders from the United States, England, Spain and Denmark.

Leaf Tobacco

Leslie Pantin has been the biggest buyer in our market during the past fortnight, as we understand; he purchased around 4000 bales of leaf of all kinds, and as none of his clients were in town, the orders were received by cable or mail, to buy certain kinds of leaf, for account of his Northern customers.

Herrera, Calmet & Company were sellers of 1035 bales of Remedios leaf in the last two weeks.

Sobrinos de A. Gonzalez, as agents of the Spanish Regie, have purchased 2300 bales of leaf.

Jose C. Puente & Company sold 617 bales of all kinds of tobacco to their customers.

The Cuban Land and Leaf Tobacco Company secured 2127 bales of leaf for account of the cigarette factories of the Henry Clay and Bock & Company.

Jose F. Rocha delivered 421 bales of all kinds of tobacco in the last two weeks.

J. Bernheim & Son bought 2060 bales of leaf, for account of their customers, but have not finished their purchasing operations in registering them all.

I. Kaffenburgh & Sons disposed of 425 bales of Remedios during the last fortnight.

According to our information, S. Wallach shall have secured 1430 bales of leaf for account of G. Falk & Brother.

Camejo & La Paz sold 430 bales of Vuelta Abajo from their stocks in the past two weeks.

E. H. Gato Cigar Company purchased 750 bales of leaf tobacco during the ultimate fortnight.

Shippers above 200 bales of tobacco during the last two weeks were:

Virgilio Suraz, 1701; Sobrinos de A. Gonzalez, 1618; Manuel Suarez, 1300; Leslie Pantin, 1261; Cuban Land and Leaf Tobacco Company, 1199; Adolfo Moeller, 895; J. Bernheim & Son, 875; H. Upmann & Company, 682; Walter Sutter & Company, 638; Mark A. Pollack, 450; Menendez & Company, 432; E. H. Gato Cigar Company, 383; Manuel A. Suarez & Company, 207.

Oretaniv.

Trade Jottings

"Zarco," retailing at five cents, is being featured by Blackwell & Watson, Atlanta, Ga.

Alterations are now being made to Snaveley's Smoke Shop, 107 West King Street, Lancaster, Pa.

George Straus, of the Havana American Cigar Company, was in Philadelphia during the past week.

J. Edward Noonan is now in charge of the retail cigar department of Bernard Lett & Company, Boston, Mass.

J. A. Stein was in Philadelphia last week in the interest of the Pera Cigarette Company, 78 Fifth Avenue, New York City.

The Inter-Southern Stand, Louisville, Ky., has taken on the well-known "Cinco" cigar of Eisenlohr Brothers, Philadelphia, Pa.

S. R. Moss, of Lancaster, Pa., was in Philadelphia last week in the interest of this firm's well-known "Flor de Moss" Havana cigars.

A. A. Howard, of the Hernsheim Company, New Orleans, La., recently called on the trade of Birmingham, Ala., in the interests of his company's "Rex Roy" cigar.

The Charles P. Stanley Cigar Company, St. Louis, Mo., recently featured the well-known cigar of Salvador Rodriguez, "Charles the Great," in an attractive window display.

The H. P. Brewster Company, Main Street, East Rochester, N. Y., recently put in an attractive window display on the popular "New Bachelor" cigar of T. J. Dunn & Company.

A new size "El Roi Tan" cigar, packed twelve in a tin box, fitting easily in the pocket, and retailing at 50 cents has just been placed on the market locally at Portland, Ore. The Rosenfeld-Smith Company are the distributors.

Walter Kaffenburgh, who is closely connected with the firm of I. Kaffenburgh & Sons, 88 Broad Street, Boston, Mass., and Havana, Cuba, spent several days in Philadelphia as the guest of W. S. Luckett, of Luckett, Luchs & Lipscomb.

Some Tobacco Plant!

A plant of tobacco, eight feet nine inches tall, on which are sixty-seven good leaves of tobacco, is said to have been raised by Robert Blevens, a farmer living near Sharpsburg, Ky.

THE TOBACCO WORLD REGISTRATION BUREAU

The Tobacco World, established in 1881, has maintained a Bureau for the purpose of Registering and Publishing claims of the adoption of Trade-Marks and Brands for Cigars, Cigarettes, Smoking and Chewing Tobacco, and Snuff. All Trade-Marks to be registered and published should be addressed to The Tobacco World Corporation, 236 Chestnut Street, Philadelphia.

One Dollar for each title must accompany all applications. In case title or titles cannot be registered owing to prior registration, same will be returned immediately, less our usual charge for searching and return postage, or it will be credited if desired.

☞ Positively no responsibility assumed for errors, duplications or any controversies which might arise. We will not under any circumstances act in a legal capacity in cases concerning disputed titles. We maintain a bureau of records only.

REGISTRATIONS.

TOM PIPER:—31,183. For cigars. October 14, 1915. S. Kauffman & Bro., Dallastown, Pa. (Re-registration.)

BIG JOKE, A NICKEL TELLS THE TALE:—31,184. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. October 18, 1915. Wm. Steiner, Sons & Co., New York, N. Y.

LORD PICKFORD:—31,185. For cigars. October 19, 1915. L. Balistocky, Philadelphia, Pa.

TEN-TAX:—31,186. For cigars. October 19, 1915. Desirido Cigar Co., Chicago, Ill.

EL TRAPISTA:—31,187. For cigars. October 19, 1915. Desirido Cigar Co., Chicago, Ill.

NOLDAR:—31,188. For cigarettes. October 19, 1915. Arnold B. Wertheimer, New York, N. Y.

MAN-ALIVE THINK:—31,189. For cigars. October 19, 1915. Gus. Neuwahl, Altoona, Pa.

ROSEFIT:—31,190. For cigars. October 21, 1915. Sophie Fiterman, Philadelphia, Pa.

MALTA TEMPLE:—31,191. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. October 22, 1915. W. M. Fox, Lancaster, Pa.

CHELSEA BROADWAY QUALITY SMOKER:—31,192. For cigars. October 22, 1915. John Dockx, Chelsea, Mass.

BROWN SKIN:—31,193. For cigars, cigarettes and tobacco. October 23, 1915. H. W. Finck, San Antonio, Tex.

FORTO:—31,194. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. October 25, 1915. Geo. E. Shaffer, Fort Wayne, Ind.

WILLIAM M. LEWIS:—31,195. For cigars, cigarettes and cheroots. October 25, 1915. N. D. Bank, Philadelphia, Pa.

HILL BROTHER'S SMOKERS:—31,196. For cigars. October 25, 1915. Del N. Carpenter, Miami, Fla.

RED DRAKE:—31,197. For cigars. October 25, 1915. Del N. Carpenter, Miami, Fla.

TRANSFERS.

TOM PIPER:—31,183. For cigars. Transferred October 14, 1915, to Arthur Berman, Red Lion, Pa., by S. Kauffman & Bro., Dallastown, Pa.

WATERBURY LIFE:—29,871. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Transferred October 16, 1915, to M. J. Allman, Waterbury, Conn., by E. Delage, Jr., Waterbury, Conn.

THE PANAMA, IRISH LOVER:—29,863. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Transferred October 16, 1915, to M. J. Allman, Waterbury, Conn., by E. Delage, Jr., Waterbury, Conn.

CANCELLATIONS.

CUREY:—31,108. For cigars. Registered August 13, 1915, by Greenwood & Co., Savannah, Ga. Cancelled October 21, 1915.

Winchester Tobacco Company Elects Officers

Stockholders of the Winchester Tobacco Company met at the Winchester, Ky., Courthouse recently and selected directors, who then chose officers. J. S. W. Holloway presided at the meeting, and B. R. Jouett was made temporary chairman. Mr. Holloway was made president, Lee T. Bush, vice-president, and S. S. Pinney, secretary and treasurer. The directors were: Ed Fox, T. M. Hampton, W. D. Judy, Walter Young, Ben S. Bartlett, R. N. Ratliff, Andy Dykes, George Prewitt, Lander Skinner, Charles M. Hall, J. O. Evans, J. Frank Lanter, Shirley Steele, J. S. W. Holloway and L. T. Flynn.

This company was organized with a capital stock of $25,000, made up of 2500 shares, owned by prominent farmers over the county. The new building will be rapidly rushed to completion.

Leaf Tobacco Notes

KENTUCKY

Paducah, Ky.

Hogshead market remains quiet with very little doing in hogshead way, practically no lugs and low leaf left unsold. There remains unsold in Western district, from the best information we can gather, somewheres about 1800 hogsheads of the 1914 crop; this includes both Association and Independents.

The new crop is all housed and cured, and from the best information we can gather, to take same as a whole, it is rather light in body, medium or short in length, colors are very good, mostly brown or dark. Of course there will be a small percentage of this crop with length, running from twenty-six to twenty-eight inches and upwards. This percentage will be small. There will also be a small percentage of wrappers in this crop. There has been a few loads selling on streets at Mayfield at from five to six cents for leaf and two cents for lugs. Of course, as you know, same is full of sap and weighs heavy at this time of the year and may (or may not) be worth more money later on.

Opportunity for Virginia Leaf Dealers

A recent issue of the "Commerce Reports" contains the following trade inquiry:

Tobacco, No. 18773.—An American consular officer in Norway reports that an importer in his district desires to receive samples, prices, etc., of brown Virginia tobacco. Kentucky tobacco is not desired. The importer does not care to deal with any trust. Correspondence may be in English. In order to meet conditions of previous trade it is desirable that tobacco be packed in barrels of about 1500 pounds capacity. Reference is given.

The address may be obtained by mentioning the serial number from either the Bureau of Domestic and Foreign Commerce, Washington, D. C., or its branches.

Light Virginia Tobacco Grown in Canada

R. V. Bently, J. W. Crews, R. C. Puckett and W. T. Curry, North Carolina tobacco growers, were recent visitors in Richmond, Va., en route to their homes, after spending some time in Canada, where they have been directing the cultivation of a crop of light Virginia tobacco.

They say the crop is matured in three months and cured by flues in six weeks, making it marketable within four and a half months after planting. Six hundred thousand pounds, selling at twenty-five to thirty-five cents, were grown this year on the northern shore of Lake Erie.

BUSINESS OPPORTUNITIES

For Sale, Wanted and Special Notices

RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

Special Notices.

MONROE ADLER,
CIGAR BROKER,
186 N. La Salle St., Chicago, Ill 6-17-he

LANCASTER STOGIE COMPANY,
MANUFACTURERS OF HIGH GRADE STOGIES,
120 Water St., Lancaster, Pa.

Wanted.

ADLER & MYERSON, INC.,
Buyers of Cuttings, Scraps and Siftings,
332 East Forty-eighth Street, New York City.

WANTED—By a salesman working the jobbers in South Carolina and Georgia, a good three-for-five-cent cigar; also a two-for-five-cent, and a good domestic and Havana five-cent cigar, on commission basis. All I want is a trial. Address, Salesman, P. O. Box 565, Augusta, Ga.

IMPORTANT NOTICE TO CIGARETTE MANUFACTURERS—We manufacture cigarettes for the trade; we also supply tobacco boxes and labels 25 per cent. cheaper than elsewhere. Brands registered. Write for particulars. Live distributors wanted. The Soter Company, 225 Canal Street, New York City.

Situations Wanted.

POSITION WANTED—Five years' experience as cigar salesman, also long experience in missionary work. Can handle territory alone on good five-cent cigar through jobbers. Must be salary and expenses. If "long shot" or necessary for me to advance expenses, do not answer. Best of references. W. A. Chatterton, care of Eldora Hotel, Wichita Falls, Texas.

Help Wanted.

WANTED—Cigar brokers to sell our short-filler cigars on commission basis. Prefer men who handle only five-cent and ten-cent goods, besides our line. We guarantee duplicates. Correspondence solicited. J. W. Gohn Cigar Co., York, Pa.

EXPERIENCED DECORATOR will arrange for displays in cigar store windows in Philadelphia. Box 888, "Tobacco World."

For Sale.

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 E. 78th St., New York. 3-1-tf

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

San Francisco

(Continued from Page 27)

J. W. Kinney has opened a cigar stand in the lobby of the Hotel Arizona, at Yuma, Ariz.

I. Mendenhall, the New York pipe man, is reported in Los Angeles this week. He is expected here within a few days.

The death of A. Michalitschke, who began business here nearly fifty years ago and who was for more than a quarter of a century one of the leading men in the trade, is reported from Dresden, Germany. Mr. Michalitschke was one of the original founders of Michalitschke Brothers & Company, which has been since its establishment one of the leading jobbing houses on the Coast. He retired from the business some years ago and has recently been a resident of Dresden, where he made his home with his daughter.

Dave Frolichstein, representing E. P. Cordero & Company, spent last week with the San Francisco trade.

Marc Brummer, traveling man for E. Regensburg & Company, has been spending the last few days in San Francisco looking after the interests of the "American" and other lines made by E. Regensburg & Company. He has, as usual, made his headquarters with Charles Mattheas & Company, jobbers of the Regensburg lines.

Quite a number of California cities and towns are undergoing some sort of a moral regeneration, as far as gambling is concerned, and the cigar dealers who have been helping out the cash receipts by the sale of lottery tickets and various chance propositions are finding it necessary to devote their attention more exclusively to the selling of cigars, cigarettes and tobaccos. It is claimed that the only dealers seriously affected are those for whom the cigar business was more of a pretense than a reality. Beside San Francisco, the places affected include Sacramento, San Jose and Richmond.

T. F. Healy, American representative of the Ramon Allones line of imported cigars, has been calling on some of the dealers this week. He will visit the Fair before returning to his New York headquarters.

Dr. W. G. Thomas, president of the Nevada County California Tobacco Company, believes that the present year's crop of the company's California-grown tobacco demonstrates the good quality of the tobacco grown in Nevada County. This is the second crop grown by the company. About 15,000 pounds were produced this year; and this is now practically cured and ready for sale.

George Dykes and Sam Cohen have opened a pool hall and cigar store at Mesa, Ariz.

"Little Paul" Paulus, known as the smallest cigar salesman in the United States, has taken a position with H. L. Judell & Company and is now calling on the San Francisco trade. He is devoting his energies to the little "Chancellor" cigar. Mr. Paulus is less than four feet high, but he has been able to see a lot of "Chancellors" recently.

The story is going the rounds that Manuel Earnshaw, delegate to Congress from the Philippine Islands, had a number of boxes of high-class Manila cigars confiscated by the customs authorities here when he arrived on the "Tenyo Maru" a few days ago.

The Terroza Cigar Store at Cloverdale, Cal., was destroyed a few days ago in a disastrous conflagration which destroyed the business portion of that town and cost two lives.

Allen.

Annual Meeting of Cincinnati Tobacco Warehouse Company

At the annual meeting of the Cincinnati Tobacco Warehouse Company, operating the Globe and Bodmann warehouses, W. H. Whiteman was re-elected president; Bart Schmidt, vice-president; Frank Albers, secretary-treasurer. E. W. Loudon was elected a director at a stockholders' meeting, held earlier in the week, to succeed C. M. Thurnauer, who died several months ago. The directors who will serve for the ensuing year are: A. Clifford Shinkle, J. M. Hutton, T. S. Hamilton, Henry Feltman, D. H. Gayle and E. W. Loudon.

NEWMANN & GACH - Fancy Connecticut Wrappers and Havana our Specialty - Chicago

Trade Jottings

A cigar store has been opened in the Gannon Building, Brooklyn, N. Y., by G. N. Barclay.

The cigar department of the Bracket Grocery Company, Minneapolis, Minn., has taken on for distribution the new "Alluro" cigar, manufactured by A. Santaella y Ca., Tampa, Fla. The "Alluro" is a shade-grown product.

"Tuval," manufactured by Marcelino Perez & Company, has been taken on for distribution by E. B. Davis, Crafton, Pa.

The friends of E. S. Moser, of the Niles & Moser Cigar Company, Kansas City, will be glad to learn that he is back again giving his personal attention to the affairs of the company.

Harry Alces, representing Simon Batt & Company, the well-known manufacturers of "La Verdad" cigars, recently called on the local distributors of the company at Minneapolis, Minn.

Having purchased the stock of cigars and tobacco of Julian Drake, formerly located at 4 West Market Street, Rochester, N. Y., W. E. Brown & Sons, now located at 17 West Market Street, the same city, will move into the Drake location just as soon as the alterations which are contemplated are completed.

The E. L. Donahue Cigar Company, Indianapolis, Ind., local distributors for the well-known "Havana Ribbon," manufactured by Bayuk Brothers Company, Philadelphia, Pa., were recently in receipt of a visit from Samuel Bayuk, of the company.

Quite a jobbing business on the "El Moreno" cigar of Sig. C. Mayer & Company, Philadelphia, is being done by A. J. Armstrong, 1419 Main Street, Buffalo, N. Y.

Paxton & Gallagher, local distributors, Omaha, Neb., report a splendid business on the popular "Charles Denby" cigar, manufactured by H. Fendrich, Evansville, Ind.

"Juan De Fuca Commodores" are growing in demand at the Seattle College Club, Seattle, Wash.

In the interests of "Serene Mixture," in one-pound glass jars, and "Herbert Tareyton Mixture," in aluminum, one-pound packages, J. L. Hoffman, vice-president of the Falk Tobacco Company, recently paid a visit to the local retailers, Detroit, Mich.

Rose & Wobbe, Syracuse, N. Y., will pack their 1915 purchases of "Onondaga" tobacco in their warehouse at Baldwinsville, which they recently acquired.

The P. A. Clayton Cigar Stand in the Keith Emporium Building on Main Street, Salt Lake City, Utah, has been taken over by George E. Kelly, who will conduct it in the future. Mr. Kelly, who was formerly identified with the Saville Cigar Company, promises a complete line of cigars and tobacco.

C. H. Sobotker & Son, Omaha, Neb., report an increasing box trade on the popular "Tuval" cigar, manufactured by Marcelino Perez & Company.

JOHN F. HEILAND & CO.
Lancaster County Fancy B's
LANCASTER, PENNA.

J. K. LEAMAN
Packer of and Dealer in **Leaf Tobacco**
Office and Salesroom
110-112 W. Walnut St., LANCASTER, PA.
Warehouse: Bird-In-Hand, Lancaster Co., Pa.

John F. Nissly & Co
Packers and Dealers in
LEAF TOBACCO
And Importers of HAVANA
No. 143 Market Street, Lancaster, Pa.

Established 1890 Correspondence Solicited
KEYSTONE VARIETY WORKS
HANOVER, PENNA.
Cigar Ribbons, Silk Imitation and Muslinola Ribbon
Printed or Stamped in Gold or Silver
Labels. Stock Cards. Give Us a Trial. We Want Your Opinion

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

For Genuine Sewed CIGAR BOXES, Go to Established 1880
Keystone Cigar Box Co., Sellersville, Pa.
Our Capacity for Manufacturing Cigar Boxes is Always Room for One More Good Customer
MONROE D. SELLERS, SELLERSVILLE, PA.

The Standards of America:
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

THE history of cigarettes is one of the real big American industrial romances, rivaling in daring and magnitude the romance of the reaper, the romance of steel, of cotton, of the automobile.

It is the story of an industry that has grown from a total product of 1,750,000 to 16,427,086,000 in forty-five years. And the history of Sweet Caporal is the supreme chapter in that romance. It is not only the original of all brands of cigarettes now on the market, but for two generations it has been the leader of all in volume of sales.

SWEET CAPORAL
CIGARETTES

In the famous box of 10 for 5c
Also in foil wrapped pkg., 20 for 10c

More than any other manufactured product it has spread the fame of "Made in U.S.A." to the far corners of the earth.

Purity is what made and maintained the popularity of Sweet Caporal.

It is one of the purest of all products—just the sweetest and the mellowest Virginia, North Carolina and Turkish tobacco plus an absolutely pure rice paper wrapper, making what "The London Lancet," the world's leading medical journal, declared after careful analysis to be "the purest form in which tobacco can be consumed."

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JOSE F. ROCHA Cable: "DONALLES"

Havana Leaf Tobacco

Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba

SAN MIGUEL 100 HABANA, CUBA

M. A. SUAREZ & CO.
(S. en C.,

Growers, Packers and Dealers in **Leaf Tobacco**

Figuras 39-41, Cable "CUETARA" Havana, Cuba

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PACKERS OF SEED LEAF TOBACCO

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K. STRAUS & CO.

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HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
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Importers of Havana and Sumatra and
Packers of Seed Leaf Tobacco
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VENANCIO DIAZ, Special Partner

MUNIZ HERMANOS
S en C
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AND REMEDIOS TOBACCO
Reina 20, Havana

CABLE: "Angel" Havana P. O. Box 98

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E. A. KRAUSSMAN Importer of
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SCHELTEMA & QUANJER
Importers of Sumatra and Java Tobacco
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Packer and Dealer in All Grades of Seed Leaf Tobacco
TELEPHONE 3956 JOHN

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124 AMISTAD ST. HABANA, CUBA

HEINRICH NEUBERGER

Leaf Tobacco Merchant

HAVANA, CUBA—Consulado 115

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Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain

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SOBRINOS de A. GONZÁLEZ
Founded 1868

LEAF TOBACCO MERCHANTS

Packers of VUELTA ABAJO, SEMI VUELTA,
PARTIDO, and all varieties of Tobacco grown
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Manuel Alvarez & Co.
Importers and Packers of Havana Leaf
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Samples cheerfully submitted upon request.

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WESTERN OFFICE: 167 W. WASHINGTON ST. CHICAGO, ILL.
PHILADELPHIA OFFICE: 420 DREXEL BUILDING.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Established 1834
WM. F. COMLY & SON Auctioneers and Commission Merchants
27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

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Formerly of CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJO TOBACCOS **90 Wall St., New York**

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CLARENDON ROAD & EAST 37TH ST. BROOKLYN, N.Y.
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LITHOGRAPHIC SPECIALISTS
FOR THE CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST
EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

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WESTERN OFFICE.
167 W. WASHINGTON ST. CHICAGO, ILL.

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OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
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Established 1834
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27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

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Formerly of
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INTENTIONAL SECOND EXPOSURE

SANCHEZ Y HAYA

Factory No 1 — Tampa. Fla.

THE STANDARD OF EXCELLENCE IN CLEAR HAVANA CIGARS
FACTORY NO 1 TAMPA FLA SANCHEZ-Y-HAYA

A New Brand from Old Number 1.

Samples now ready for

"IGNACIA HAYA" Brand

These goods are the last word in fine cigars made from the choicest "Vuelta Abajo" tobacco, under U. S. Government bond inspection. 8 sizes only—Cigars to retail for 2 for 25c. to 25c. each.
Package and goods show quality and class in every detail.
"La Flor de Sanchez y Haya" have always been leaders in their field. Better than ever.

SANCHEZ Y HAYA, Tampa, Florida

Kings Club
Clear Havana - Made in Tampa

A Favorite with the BEST Cigar Stores Restaurants Hotels and Clubs

Manufacturers
PEDRO CASTRO & CO., Tampa, Fla.
New York Distributers
LOUIS G. SMITH & CO., 52 Beaver Street

LA FLOR DE R. ABACHIA Y CA — TRADE MARK — HABANA

BACHIAS
Havana Cigars
For Men of Means

Renowned for Uniformity

IDENTIFIED BY THE GREEN AND GOLD BAND
R. A. BACHIA & CO.
47 West Sixteenth St. New York

ELECTION

Men, everywhere, will cast their ballot on election day for the candidate of their choice. The candidate may or may not prove worthy of their vote.

Every day, everywhere, men are casting their nickels for BOLD cigars, and BOLD cigar has proven worthy of their nickel.

The smoker has elected
BOLD the favorite

"Above All"

The platform of BOLD cigar is the "UTMOST QUALITY FOR A NICKEL"

Bobrow Bros.
PHILADELPHIA

LIBRA
RECEI
NOV 30
U. S. Department

NOVEMBER 15th
1915

Leading Features

Tobacco Merchants' Association Directors Elect Officers and Perfect Organization

Tobacco Products Corporation Shows Marked Progress and Big Year Predicted.

Tampa Cigar Factories' Output Makes Record Week for the Industry

An Innovation in Smoking Tobacco

Tobacco Monopoly Proves Remunerative Source of Income for Italian Government

Tobacco in Egyptian Commerce and Industry Confined Entirely to Cigars and Cigarettes

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Trade Letters of Vital Interest from All Sections

Latest Reports from the Cuban Market

Latest News of the American Leaf Tobacco Markets

Registration of New Brands of Cigars, Cigarettes, Tobacco, Etc.

ESTABLISHED 1881 Vol. XXXV No. 22

PUBLICATION OFFICES: 236 Chestnut Street, Philadelphia

F. C LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

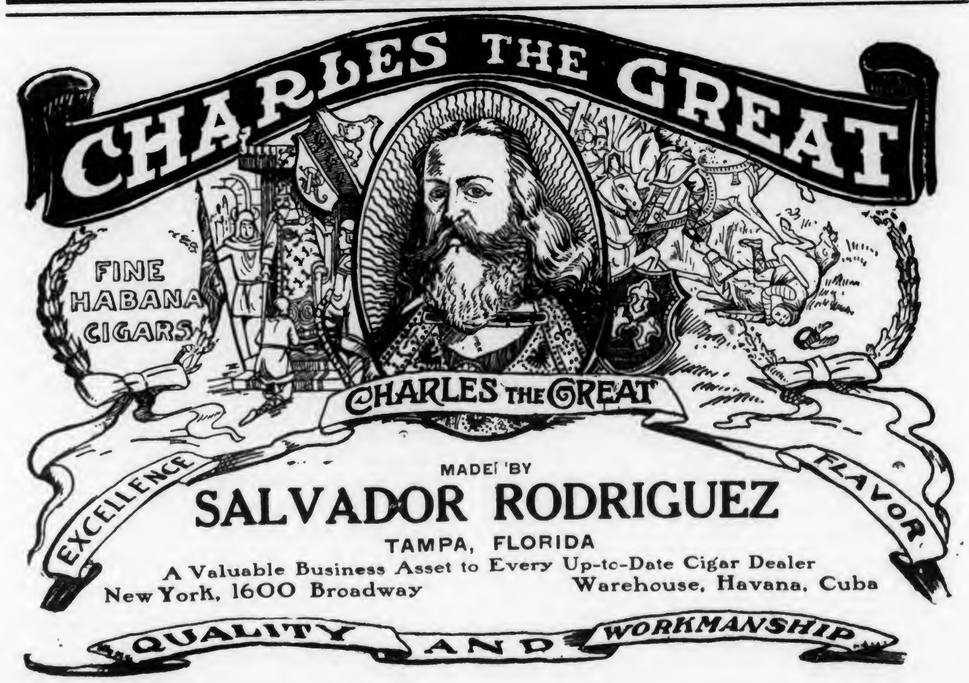
Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue

TRADE MARK
Reg. U. S. Patent Office



Over 1000 Dealers in New York During 1914 Stocked

MI FAVORITA

CLEAR HAVANA CIGARS

The flower of perfect tobacco manufactured in bond has maintained "Mi Favorita" Clear Havana Cigars at the forefront of all brands. Quantity shipments from factory.

MI FAVORITA CIGAR CO., Inc.
Key West, Fla. 529 West 42nd Street, New York
"The Park & Tilford Standard"

Boosting Sales

Electric Umbrellas and Canes

Ideal Premiums for Cigar, Cigarette and Tobacco Manufacturers, and for Coupon Companies

Also a Ready Seller for Cigar Retailers

SEVERAL HUNDRED THOUSAND UMBRELLAS AND CANES ARE SOLD ANNUALLY BY THE TRADE

This Latest Novelty is Selling Big

The Umbrella is of rain-proof silk, with additional FLASHLIGHT Feature. The CANE is of best selected wood, and also has FLASHLIGHT. Both are supplied Folded or Not Folded.

Write for further information

Leader Electric Novelty Company
55-59 Chrystie Street :: :: New York

TWO NEW SIZES

SINTOMA

10c CIGAR

Blunt and Club, in the popular 10-top $\frac{1}{20}$-packing. Same real Portuondo quality at the right price. . . . . .

Juan F. Portuondo

Cigar Mfg. Co., Philadelphia

If you are a Wise Jobber

You will buy your stogies direct from the factory. Otherwise you pay the agent's or broker's commission. We do not employ brokers or agents.

YOU CAN GET EXCLUSIVE CONTROL

of one of our stogie brands because we sell only one jobber in a territory. Our goods are selling on their merits and are bringing duplicate business.
Try OUR Stogie Brands.

"Columbus 1492" Retail 3 for 5c.
"Columbus Dutch Tops" Retail 2 for 5c.

Write for territory to

COMMERCIAL CIGAR COMPANY, Newark, Ohio

For Gentlemen of Good Taste

San Felice
CIGARS

The Deisel-Wemmer Company
LIMA, O.

F. C LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

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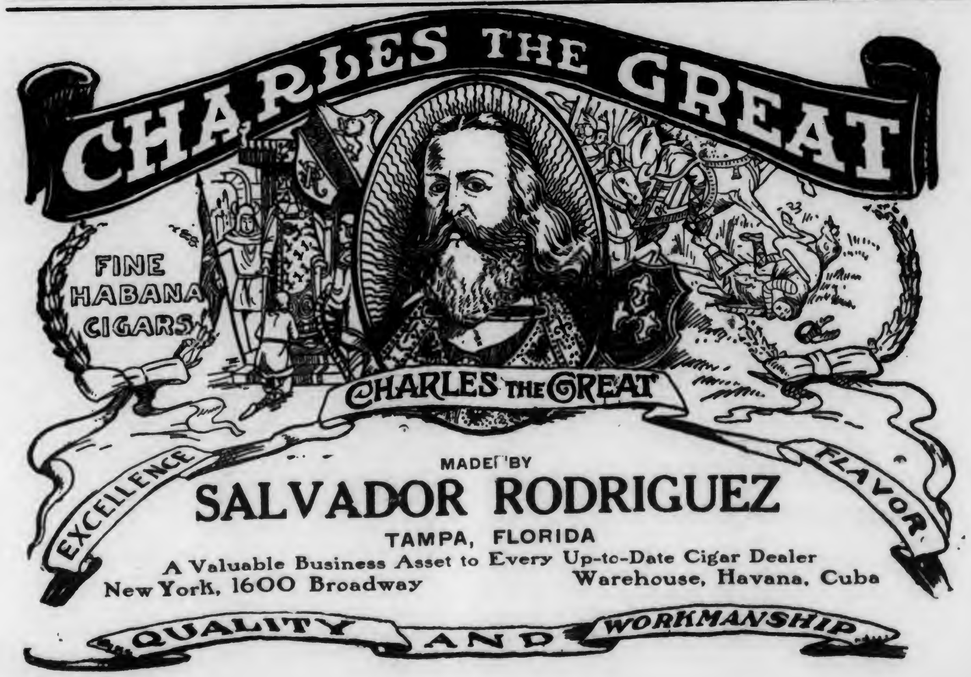

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For Gentlemen of Good Taste

San Felice CIGARS

The Deisel-Wemmer Company
LIMA, O.

INTENTIONAL SECOND EXPOSURE

Quality Paramount

CELEBRATED

H. UPMANN CIGARS

H. UPMANN HABANA

Strictly Independent Manufacturers

CHAS. LANDAU

Sole Agent for United States and Canada

82 Wall Street - New York

Board of Trade Bldg., Montreal, Canada

Best Quality **Best Known**

EDEN

The Cigar Without a Peer

Calixto Lopez y Cia

Habana

New York Office— 257 Fourth Ave.

When a Maine Man Goes to Texas

The UNION LEADER sign makes him feel at home.

He smoked UNION LEADER back East, and he knows that wherever he goes he will find The Big Ten Cent Tin just as generous and the Kentucky Burley inside just as sweet and mellow.

That's why it pays the dealers to play UNION LEADER up strong.

UNION LEADER

REDI-CUT

For Pipe or Cigarette

HONESTLY ADVERTISED NOT MISLEADING

LA SARAMITA

Broadleaf Wrapped Havana Cigars

Real Havana Tobacco Skillfully Blended

Pre-eminent by Comparison

THE SHIELDS-WERTHEIM COMPANY, Cleveland

SANCHEZ Y HAYA

Factory No 1

Tampa. Fla.

A New Brand from Old Number 1.

Samples now ready for

"IGNACIA HAYA" Brand

These goods are the last word in fine cigars made from the choicest "Vuelta Abajo" tobacco, under U. S. Government bond inspection. 8 sizes only—Cigars to retail for 2 for 25c. to 25c. each. Package and goods show quality and class in every detail.

'La Flor de Sanchez y Haya" have always been leaders in their field. Better than ever.

SANCHEZ Y HAYA, Tampa, Florida

SOL HABANA

Behrens & Co.

Havana, Cuba
Consulado 91-93

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always a little better than Havana's Best

LA DEVESA DE MURIAS HABANA

MADE IN BOND

HAVANA CIGARS

Highest Quality
Best Workmanship

MADE BY

V. Guerra, Diaz & Co., Tampa, Fla.

You can't make a man out of a boy by puttin' him on stilts. An' no process will ever make tobacco mature. You got to let Nature do it her own way.

Velvet Joe

HOW do you suppose the "bite" gets into a tobacco leaf? *Nature,* of course.

How do you suppose the bite can be taken out? *Nature,* of course.

Nature's way—slow, careful ageing—is the way. That's why VELVET ages for not less than two years. Huge wooden casks protect the leaf. *Out* comes the natural harshness, commonly called "bite." *In* stays the natural flavor and aroma.

And VELVET *starts right* by being the pick of the Burley crop—considered unequaled tobacco for the pipe.

What are *you* smoking?

Liggett & Myers Tobacco Co.

10c Tins
5c Metal-lined Bags
One Pound Glass Humidors

One of the VELVET advertisements in national magazines that is making smokers buy VELVET in preference to any other brand.

FLOR DE
MELBA

THE HIGH NOTE OF QUALITY

THE cigar that is giving dealers big business everywhere. In quality of tobacco and workmanship FLOR DE MELBAS are equal to the finest imported cigars.

A full line of MELBAS in your store is a credit to your business judgment

All sizes — 3 for a quarter to 25c. straight

Place them in stock at once and watch them repeat. If your jobber cannot supply you write to us.

I. LEWIS CIGAR MFG. CO.
NEWARK, N. J.
The Largest Independent Cigar Factory in the world.
MELBA BANDS ARE REDEEMED AS TWO PROFIT SHARING VOUCHERS

LIPSCHUTZ'S
44
CIGARS

"44" Cigar Co. Philadelphia

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla.
New York Office: 203 W. Broadway

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
401-405 E. 91st Street, New York

G. S. Nicholas & Co.

41 and 43 Beaver Street, New York

DIRECT IMPORTERS of the highest grades of Cigars manufactured by the

Independent Factories of Havana

all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

Price List Mailed Upon Request.

BAYUK BROTHERS

FIVE CENT CIGAR

PHILADELPHIA

DIAMOND JOE CIGAR FACTORY
ESTABLISHED 1860

BEST THAT SKILL, ENERGY AND MONEY CAN PRODUCE

H. FENDRICH, Maker, EVANSVILLE, IND.

5c CIGAR

MURIEL CIGAR

Our Policy——— Make **MURIEL** GOOD and the smoker will make **MURIEL** POPULAR.

Our Aim——— To accord **MURIEL** the prominence its quality demands—the largest selling High-Grade Cigar in the United States.

Our "Working" Material———

A cigar, the very attractiveness of whose label and the tempting appearance of the cigar itself, fairly shatter the usual reluctance of the average purchaser to try a new cigar.

A cigar whose incomparable distinctiveness of quality has won it more friends in a shorter space of time than any other cigar ever offered the smoking public.

A cigar that has truthfully triumphed in fields where old established "Popular" brands have, heretofore, reigned supreme, and that rightfully enjoys steadily increasing favor in territories peculiarly loyal to "local" brands.

A cigar whose increase from old distributors has been so great as to preclude our accepting new accounts this year, despite our greater manufacturing facilities.

A cigar that is easy to introduce, quick to duplicate, gets new trade and increases the old.

A cigar that can be correctly figured in your assets, a cigar that gains you prestige, a cigar that returns you satisfactory profits.

Judged from any standpoint, MURIEL fulfills every requirement made upon it by Jobber, Retailer and Consumer.

Muriel Cigars

"Supremely Better Than the Heretofore Best"

P. LORILLARD COMPANY, New York

MURIEL MEANS MERIT

An expression of interest in MURIEL is welcomed from jobbers in present uncovered territory, with the understanding, of course, that no delivery of MURIEL will be made this year to new accounts.

Made at our Newark, N. J., Factories

ROCKY FORD

HAND MADE - NICKEL CIGAR

We also manufacture at our several Pittsburgh factories, a very attractive and extensive line of cigars and stogies to retail at 2 for 5 cents, and 3 for 5 cents. Our leaders

"FAMOUS" and "FLAG HEADS"

Write for full information

UNION AMERICAN CIGAR CO.

General Offices. PITTSBURGH, PA.

THE KEY WEST CIGAR FACTORY — KEY WEST

THE

Key West Cigar Factory

Factory No. 413, KEY WEST, FLA.

Office and Salesroom:
43 to 47 W. 33d St., New York

PIPER Heidsieck

CHEWING TOBACCO

Champagne Flavor

Every leaf of ripe, golden brown tobacco used in "PIPER" is carefully selected from Nature's choicest crops, clean, sweet and mellow. Our workmen are experts at blending the richness through the plug. "PIPER" is made as carefully as a pure food—it is wholesome, healthful, satisfying tobacco.

The world-famous "Champagne Flavor" of "PIPER" has added a rich, wine-like tang to the tobacco which is supremely delicious. This wonderful flavor of "PIPER" is found in no other tobacco.

Sold by dealers everywhere in 5-cent cuts and up—also in the new 5-cent and 10-cent slide boxes and in handy 10-cent tin boxes.

The American Tobacco Company

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE	FACTORY	WAREHOUSE
222 PEARL STREET	TAMPA	LEALTAD 129
NEW YORK	FLORIDA	HAVANA

Graham Courtney

"MILD HAVANA BLEND"

They Lead the Leaders

26 SIZES

Acker, Merrall & Condit Company

135 West 42nd Street, New York

HAVANA CIGARS

ROMEO Y JULIETA

The Leader in all the World's Markets

U. S. Representative: Wm. T. Taylor, 93 Broad St., N.Y. City.

Whip

Ready Rolled Tobacco

Past Success Plus Present Performance

SELL "WHIP"

First success is bad for some people. They're too liable to rest on their oars. We Pattersons are not that kind. We have scored many national successes but we have kept right on experimenting. And now—after thirty years—we're ready to state that "Whip" is the sum-total of all tobacco goodness that Patterson genius can make it. It is the best smoking tobacco we ever made—also the mildest.

5c one-ounce tins, 10c two-ounce tins, and in handsome green pottery Patented Self-Moistening 1-lb. Humidors.

M. C. PATTERSON, President
PATTERSON BROS. TOBACCO CO., Inc.
Richmond, Va.

Also makers of "QUEED"—the big 2½ oz. ten-cent tin—a little better than most 2-oz. ten-cent tobaccos. You will find it a good seller.

Why Is It Necessary To Advertise
the Imported Sumatra?

The REASON:

American Sumatra Tobacco

Grown by

AMERICAN SUMATRA TOBACCO CO.,
142 Water Street, New York

Larrañaga Nacionales

Seleccion de Banquetes

This is the acme of refinement in the packing of cigars.

Each cigar is packed in an individual box, and therefore, every guest opens his own box, the cigar reaching his hands exactly as it was packed at the factory.

For dinners, banquets, society events, clubs, hotels and individuals; if orders are placed early enough, may have each little box inscribed with the name of the host, monogram or the dedication of the event thereon, which would add a touch of refinement to the function.

Packed in beautiful cedar boxes containing one hundred cigars.

Por Larrañaga
FÁBRICA DE TABACOS

New York Office
J. V. FLANIGAN
156 Fifth Ave.

Havana, Cuba
Carlos III, No. 225

Europe Teaches You The Lesson of PREPAREDNESS

—in peace or war. All business is a battle, and the man who wins is the man who is *prepared.*

If you want to come out on top in the big Christmas campaign, you've got to have the *best ammunition* and *plenty of it*—and that means a *big* supply of *Tuxedo* tobacco.

The 90c Christmas Jar of Tuxedo is the 42-Centimetre Gun of Smoking Tobaccos!

It carries by storm all the trenches that separate you from a customer and captures an army of Christmas buyers.

It appeals to the eye—the first line of trenches. The handsomest container ever designed for tobacco—decorated with holly, ribbon and Christmas card, in a beautifully colored carton, ready for sending by mail or messenger.

It appeals to the pocket-book—the second line of trenches, where many gifts fall down. For 90 cents, a present that is sure of a heartier welcome and greater appreciation than many gifts that cost ten times as much.

It appeals to common sense—the third and last line of trenches. The most suitable and seasonable of all Christmas presents for a *man.* A gift that embodies the very spirit of Christmas, Cheerfulness and Good Will to Men.

Last Christmas, more Jars of Tuxedo were given to men throughout the United States than any other single trade-marked article!

For the coming Christmas campaign, this big "42-centimetre" Tuxedo Jar has been backed up with heavy reinforcements—page ads in the Saturday Evening Post, Collier's, and a big list of monthly magazines (many of these ads in colors): also large ads in newspapers all over the country.

Last Christmas the demand for Tuxedo humidor jars was so great that the supply of many dealers was exhausted, and thousands of people were disappointed. The safe plan is to place your order with your jobber *now.*

The American Tobacco Co.

A STEADILY INCREASING DEMAND FOR

"MAGALLANES"

Tells the story of this QUALITY Manila brand from La Flor de Intal factory.

Government supervision and inspection, fine tobaccos and skilled workmanship make "MAGALLANES" the leading Manila cigar of QUALITY.

Exclusive territory may be had by jobbers on certain other La Flor de Intal brands. Delay means lost trade and lost profits. If you want to build your business, send a post card to

SIDNEY J. FREEMAN, 123 LIBERTY STREET NEW YORK CITY

UNITED STATES REPRESENTATIVE of La Flor de Intal Factory, Kuenzle & Streiff, Inc.

Here's What a Practical Tobacco Man Says About Hamilton Coupons:

"There is only one Company which I know that would not interfere with our business and give us a good coupon equivalent to the chain store coupon; that is The Hamilton Coupon Company. This Company is old, conservative, resourceful, solid and reliable. It will never compete with our tobacco business and it will not object to our progress and expansion."

This statement was made by Mr. Nicholas Ehrlich, chairman of the Tobacco Purchasing Association.

Mr. Ehrlich is right! Hamilton Coupons will tie regular buyers closer to you than any other method of advertising in existence.

WRITE FOR A COPY OF OUR "SERVICE CHART," A GRAPHIC AND CONVINCING PICTURE OF OUR SYSTEM

The Hamilton Corporation

GEO. B. CALDWELL, President

2 West 45th Street New York City

Flor de **Jeitles**

CLEAR HAVANA CIGAR

5¢

JEITLES & BLUMENTHAL, Ltd.

PHILADELPHIA.

ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER

CLEAR HAVANA

CIGARS

Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.

NEW YORK CITY

M. MELACHRINO & CO., Inc.

EGYPTIAN CIGARETTES

You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

GRAND DEPOTS OF M. Melachrino & Co., Inc. | London, 8 Regent St., S. W. | Capetown, South Africa | Calcutta, 10 Government Place | Alexandria, Rue Cherif Pacha | CAIRO, Head Office and Factory | Hamburg, 18-20 Grosse Backerstrasse

AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD PRICE LIST UPON APPLICATION

214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXV. PHILADELPHIA AND NEW YORK, NOVEMBER 15, 1915. No. 22

TOBACCO MERCHANTS' ASSOCIATION DIRECTORS PERFECT ORGANIZATION

First Officers Elected at Hotel McAlpin Meeting—Jacob Wertheim Chosen President—Permanent Headquarters to be at 5 Beekman Street—Necessary Funds Subscribed

MONDAY, November 8, 1915, should be a date as pregnant with importance to the tobacco industry as July 4th is to American patriotism—for on that day was accomplished the complete organization of the Tobacco Merchants' Association, a body which, if it fulfills the scope of work which has been outlined, will do more for the tobacco trade—the whole tobacco trade, from the millionaire manufacturer to the humblest retail distributor—than any force hitherto ever known.

It is useless to discuss the reasons which brought this association to life. The veriest tyro in the trade knows and has always known that this magnificent industry has been beset on all sides for years by trade wolves which unless throttled must eventually destroy.

Exorbitant expenses in merchandising, cut-price wars, excessive taxation, uncalled-for attacks from irresponsible cranks, and scores of business leaks which can only be stopped by a calm, unbiased canvass of conditions by all concerned—a canvass which up to this date has been impossible—all of these are to come under the careful study of the Tobacco Merchants' Association, with a view to remedying the evils.

The peculiar animosities of the trade seemed to preclude any organization which could properly grapple with the conditions, but as has been outlined previously, the editors of the various tobacco trade publications, headed by C. Fred Crosby, of "Tobacco"; in association with Carl Werner, of "Tobacco Leaf"; Curtis A. Wessels, of the "United States Tobacco Journal," and J. Lawton Kendrick, of "The Tobacco World," in conjunction with Charles Dushkind, the well-known tobacco attorney, and several other gentlemen, held an informal luncheon on September 4th and discussed the matter most carefully.

As a result of this luncheon, the now famous trade banquet at the Biltmore Hotel, on September 25th, took place, and this important gathering showed at once the vital interest which all members of the trade felt in the proposed movement. An organization Committee of Ten was named on that date to draft a constitution and by-laws. This committee met at the McAlpin Hotel on October 11th, and appointed a Ways and Means Committee, consisting of Edward Wise, vice-president of the United Cigar Stores Company; Asa Lemlein, of the E. H. Gato Cigar Company, and Charles Fox, of F. Miranda & Company, to select a proposed Board of Directors and officers for the association, and report at a meeting called for November 8th.

The announcement that Jacob Wertheim would again become a factor in the trade as head of the new association, was received with loud applause and utmost satisfaction.

In taking the chair, President Wertheim stated that he had never in his life been a figure head in any enterprise and that he realized the honor conferred upon him in the call to head the new body, and pledged his utmost efforts to make the association fulfill its destiny.

After a vast amount of hard work and consultation with the gentlemen selected for office, the committee came to the meeting with the following ticket which was duly elected:

(Continued on Page 16)

LARGER EARNINGS PREDICTED FOR TOBACCO PRODUCTS CORPORATION

Advertising Pays as Trade-Maker for Brands—Big Earnings Anticipated in Coming Year—Too Many Amendments Spoiled Schinasi Negotiations

EVERY indication points to the fact that the position of the Tobacco Products Corporation is steadily improving, and that few if any tobacco companies hold a broader field for development.

Regarding the present and future prospects of the Tobacco Products Corporation, the "Wall Street Journal," New York, offers some very pertinent information. In a recent issue it said:

"This corporation has been organized since the Supreme Court dissolved the American Tobacco Company into sixteen different parts and so tied each over a legal clothesline that hereafter it must scratch and fight. Combination between them is forbidden. If in competition one destroys the other it has not even the opportunity left to bury the corpse. But the Tobacco Products Corporation is free, has no aim to be a monopoly, and can purchase successful enterprises and brands, or companies in need of financial backing.

"The reason negotiations for the purchase by the Tobacco Products Corporation of Schinasi Brothers fell through was because the Tobacco Products people insisted upon so many amendments to the contract. The Schinasi concern was earning $600,000 a year, but it was figured on a basis of $500,000 a year for the Products Corporation and for this earning power the Products Corporation was to pay $2,000,000 and in addition were to pay f or the company's assets outside of good-will.

"That this good-will and earning power was cheap at $2,000,000 and in the hands of the Tobacco Products Corporation all tobacco men will agree. It is believed that the business has reached its maximum possibilities in Schinasi hands. Their brands, however, it is believed, could be expanded in the hands of the Corporation, which has power of expansion not possessed by all individuals.

"This may be illustrated in the case of the 'Melachrino' cigarette which was taken over by the Tobacco Products Corporation on the basis of earnings of $300,000 per annum; but in the first six months of this year it earned $303,000 and from present indications it may earn $500,000 in the last six months of this year.

"The handling of brands in the tobacco trade is a science in itself. Certain principles have been determined and among them is that the falling brand cannot be pushed back. If a brand loses in popular favor it is gone.

"It has also been determined that a half million dollars spent to establish a brand is a very great experiment, as in the majority of cases it fails. Hence the great value of profitable brands—their good-will value—over and above manufacturing or other assets behind them.

"Another thing established since the Supreme Court dissolution decree is that instead of a reduction in prices to the public through competition, $5,000,000 a year must be spent in the aggregate with newspapers and bill-boards to maintain competition. Some people consider this an absolute waste or loss in the trade. As a matter of fact it is a great trade developer and is now more than ever a necessary element in the cost of the goods.

(Continued on Page 20)

Board of Officers

President, Jacob Wertheim

Vice-presidents: Edward Wise, representing dealers; George W. Hill, representing cigarette manufacturers; Jesse A. Bloch, representing tobacco manufacturers; Charles Fox, representing leaf tobacco dealers, and Asa Lemlein, representing cigar manufacturers.

Secretary and counsel, Charles Dushkind.

Treasurer, Leon Schinasi.

Directors: Tobacco manufacturers—Jesse A. Bloch, of Bloch Brothers, Wheeling, W. Va.; William T. Reed, of Larus & Brothers Company, Richmond, Va.; Jonathan Peterson, of Weyman-Bruton Company, New York; John Bagley, of Bagley Tobacco Company, Detroit, and Rawlins D. Best, of Lovell-Buffington Tobacco Company, Covington, Ky.

Cigarettes—George H. Hummel, of P. Lorillard & Company, New York; George W. Hill, of American Tobacco Company, New York; George L. Storm, of Tobacco Products Corporation, of New York; Leon Schinasi, of Schinasi Brothers, New York, and Frederick S. Lucey, of Phillip Morris & Company, Ltd., New York.

Cigars—R. G. Sullivan, of R. G. Sullivan, Manchester, N. H.; M. Regensburg, of E. Regensburg & Sons, New York; Asa Lemlein, of E. H. Gato & Company, New York and Key West; A. J. Lachman, of the West Indies Cigar Company, New York; Theodore Werner, of T. J. Dunn & Company, New York; Fred Hirschhorn, of the United Cigar Manufacturers' Company, New York; A. L. Sylvester, of the American Cigar Company, New York; Charles J. Eisenlohr, of Otto Eisenlohr & Company, Philadelphia; Emil D. Klein, of E. M. Schwarz & Company, New York, and Alvaro Garcia, of Garcia & Vega, New York.

Leaf Dealers—A Bijur, of E. Rosenwald & Brothers, New York; Charles Fox of F. Miranda & Company, New York; Alfred S. Rossin, of Rossin & Brothers, New York, and Joseph Cullman, of Cullman Brothers, New York.

Jobbers and Retailers—J. M. Buchner, of Park & Tilford, New York; I. N. Maaskoff, of I. N. Maaskoff, New York; Nicholas Ehrlich, of Nicholas Ehrlich, New York; Edward Wise, of the United Cigar Stores Company, New York; D. A. Schulte, of A. Schulte, New York; Joseph Simon, of Bennett, Sloan & Company, New York, and M. J. McDonnell, of Yahn & McDonnell.

Secretary Charles Dushkind was called upon for a report on organization, and on behalf of the Ways and Means Committee read the exhaustive report, which is appended herewith.

The question of funds to float the new enterprise was then taken up, and it was disclosed that the membership dues were to be fixed upon a sliding scale, according to the amount of business each firm represented did annually, with a maximum of one thousand dollars and a minimum of three dollars per year.

President Wertheim stated that funds were needed at once, and called for preliminary subscriptions from the directors present. In less than ten minutes over $9000 had been subscribed by the following:

List of Contributions

Bloch Brothers	$500.00
Weyman-Bruton Company	500.00
John J. Bagley & Company	100.00
Philip Morris & Company	250.00
American Tobacco Company	1,000.00
P. Lorillard Company	1,000.00
Tobacco Products Corporation	500.00
Schinasi Brothers	250.00
E. Regensburg & Sons	100.00
R. G. Sullivan	100.00
E. H. Gato Cigar Company	100.00
T. J. Dunn & Company	250.00
American Cigar Company	1,000.00
Otto Eisenlohr & Brother	500.00
E. M. Schwarz & Company	150.00
F. Miranda & Company	100.00
S. Rossin & Sons	200.00
Cullman Brothers	500.00
E. Rosenwald & Brother	500.00
Park & Tilford	250.00
United Cigar Stores Company	1,000.00
Bennett, Sloan & Company	100.00
Yahn & McDonnell	250.00

Charles Dushkind then offered a resolution of thanks on behalf of the directors to Messrs. Crosby, Werner, Wessels and Kendrick for their work in preliminary and a resolution that they be elected honorary members of the association, which motion was carried.

I. N. Maaskoff and Nicholas Ehrlich then made brief talks outlining their positions as the directors of the association, who represented the small retailers.

After an announcement of the meeting of the Executive Committee on Wednesday last, at President Wertheim's office, adjournment was taken.

REPORT OF WAYS AND MEANS COMMITTEE

Gentlemen:—

The undersigned having been appointed as a Committee on Ways and Means for the purpose of laying out plans for the government of the Association, the extent of its activities and the manner of raising the necessary funds, etc., respectfully submit the following:

ARTIFICIAL OR PAPER ORGANIZATION DESCRIBED.

An Association must be either active or inactive, that is, it must either be a live organization carried on in business-like fashion and maintain an office and employ a competent staff, charged with the duty to watch, observe, investigate, and study situations and problems as they arise from time to time and who shall be ready at all times to render such services and perform such functions as the interest of the industry may require; or it may be a mere artificial organization that exists only for the purpose of providing an associate name that might be used whenever expediency requires that certain moves be made in the name of an Association.

The inactive Associations usually have no income to speak of, for they require none. A pigeon hole in some officer's desk and a Secretary to record the minutes of their annual meetings are all that they require. When an appearance before some public body is called for, a few of the leaders come together and make the required trip, they engage counsel, if necessary, to make an argument and often at their own expense, but they are acting nevertheless in the name of an association, although the association may have but an artificial existence.

But it is a mistake to think that such associations have much weight or exercise any degree of influence. Public authorities and Public Bodies have come to look upon the contentions presented in the name of such organizations with considerable disfavor, and oftentimes even the soundest arguments and the most righteous demands are ignored because they happen to be advanced in the name of organizations lacking in substance and that are not truly representative in character.

There are a number of inactive trade organizations in the tobacco industry and, allowing for their lack of working forces, it must be said that some of them have done some splendid work in connection with Federal matters, but none of the National organizations is known to have extended its activities to State or local matters, nor is it possible for them to keep in touch with the various movements that spring up from time to time in different parts of the country that are intended to injure the tobacco industry, such as high licenses, prohibitive statutes, anti-tobacco agitation, elimination of smoking car facilities or overstringent regulation in regard to smoking in various buildings, all of which not only tend to undermine the tobacco industry and diminish its income, but every successful move against the industry brings renewed vigor, strength and encouragement to the anti-tobacco forces.

Thus to cite a few instances, reference may be made to the action of the Public Service Commission in taking off the smoking cars from the Coney Island trains, which means a loss of business amounting to probably one million dollars a year. At the hearing before the Board on that question Dr. Pease was there with all his forces to fight against smoking cars, but there was not a single trade organization present to represent the tobacco industry that is now losing a million dollars worth of business every year.

A similar step was taken in Philadelphia and not a single trade organization representing the tobacco industry was there to look out for the interest of the tobacco merchants with the result that probably another half million dollars worth of business is lost.

And so in St. Louis the authorities recently prohibited smoking in surface cars but no Association representing tobacco interests was there to present any opposition.

Under the guise of public safety anti-smoking ordinances are being extended in the big cities from one building to another. In New York we see people arrested daily and fined as high as $50 for smoking in their own offices, and according to present indications it will not be very long before smoking will be prohibited in every office building and in every shop building in New York. Furthermore, smoking or carrying of lighted cigars in subway stations, bridge terminals and other similar places has likewise been prohibited. Other big cities will probably follow the lead and the tobacco industry will lose millions of dollars worth of business. But no trade organization has ever taken any action in that regard.

Prohibitive laws, whether in the form of unbearable license fees or otherwise have been passed from time to time, but none of the National trade organizations was there to offer any opposition.

It will thus be seen that while it is of the utmost importance for trade organizations to look after Federal legislation, it is of equal, if not of greater importance, to look out for State and local movements directed against the tobacco industry. Of course, no Association would be selfish enough to offer any serious opposition to the adoption of measures actually required for public safety. But it is perfectly obvious that most of the prohibitions and restrictions referred to have been brought into force and are constantly being extended to satisfy the anti-tobacco forces, rather than in the interest of public safety. Local measures of the character described are even more injurious to the tobacco industry than excessive Federal taxation, for taxation simply diminishes the net income while prohibitive and restrictive measures reduce the volume of business and cut out the income altogether. A live trade organization sufficiently equipped would undoubtedly succeed in protecting the industry from attacks of that nature.

There was a time when the major part of the tobacco industry was controlled by one concern and it was naturally incumbent upon that concern to look out for the very things that properly come within the functions to be performed by an active trade organization. But the situation has been changed. The tobacco people can no longer expect any one concern to look out for the welfare of the entire industry, at its own expense. The industry should therefore maintain a well equipped trade organization that should be able to speak and act for the entire industry. An industry that is subject to all sorts of attacks and hostile movements of a public nature as the tobacco industry is must have a national trade organization capable of defending and protecting its interests.

TOBACCO MERCHANTS' ASSOCIATION TO BE A LIVE INSTITUTION.

Recognizing the necessity of an active trade organization, as a useful and beneficial institution, it is essential that we build it on a scale that should be big enough to be able to perform the functions and render the services that the industry may require from time to time, remembering always that the very usefulness of the Association, its power and its influence, and its ability to produce beneficial results must necessarily depend upon its size, its strength and its facilities to do things. A strong organization sufficiently equipped and properly managed, charged with the responsibility of looking out for the welfare of the industry and ready for services at all times might be utilized by the trade with great effect in dealing with all such matters as can properly be dealt with by an association. On the other hand an organization without the necessary machinery to do things will soon be reduced to one of the ordinary artificial organizations, sometimes called paper organizations. Without means to build a big organization and to maintain it as a live institution, it will have no influence and no power and it must fail in the very objects that it is intended for.

It must also be remembered that for an organization of this character to be powerful and influential it must not only be big, but it must be well known throughout the country. It must not only be recognized as an important factor in the industry but the public authorities with whom an Association of this character may have frequent occasion to deal, should be persuaded to recognize the Association as an influential power.

If we are to have such machinery in the tobacco industry let us have one that shall be adequate and efficient and always ready for action. Let us therefore build a big trade organization and supply it with the necessary funds to maintain it as a live institution, as a machinery that will be ready for use at all times and for all proper purposes that such machinery might be employed for. Let us build an institution that shall be capable of performing all the functions usually performed by the big trade organizations existing in other industries. They are eliminating trade evils, correcting trade abuses, minimizing fraudulent practices, preventing unfriendly legislation, securing desirable and beneficial legislation; they are adjusting labor difficulties and are preventing boycotts; they are fixing business policies and are regulating trade methods; they are protecting their respective industries against unfair attacks, against unjust taxation and against all sorts of discrimination.

ACTIVITIES OF AN ACTIVE ORGANIZATION ILLUSTRATED.

Coming down to the question as to what such an organization will do, how it will act, how it will make itself useful, what remedies it will apply and how it will apply them, etc., etc. These questions cannot be answered in detail. We might as well ask a doctor how he will treat his next patient or a lawyer how he will conduct the next case that he may be retained in. We must first of all have an organization with the necessary machinery, an organization that should be big and powerful and that should be able to speak with influence and authority so that its voice should be listened to with due respect and that its demands and contentions should receive proper consideration, and having such an organization in existence, we can safely assume that it will deal with situations and conditions that may arise from time to time as the exigencies of the occasion may require.

As already stated it is impossible to even attempt to describe in detail the particular work that the Association should do or the exact moves that it should make in connection with the activities mapped out for it in the Call and Platform. Every situation requires different treatment. If we have the proper and necessary machinery we will undoubtedly find ways and means from time to time to deal with every situation as it may arise. But let us indulge in one or two illustrations to show how an organization of this character would act.

We will take for example a bill introduced in Congress affecting the tobacco industry. It has been the usual practice in such cases for a committee of three or four gentlemen appearing before the Congressional Committee as representatives of either one or the other of the existing trade organizations. They would make a few arguments, sometimes they would also engage counsel to make an argument. They would file a few briefs and perhaps see a few individual Congressmen and then go back to their businesses and await the results which are invariably contrary to their wishes. A live trade organization on the other hand would not limit itself to that sort of a campaign. Such an association would at once organize a dozen or more committees in various parts of the country and it would come to Washington with a delegation of 50 or 100 representatives coming from various big cities in the Union. If necessary, it would arrange mass meetings, in as many big cities as possible, to protest against hostile legislation or to demand beneficial legislation. It would send out thousands of letters to tobacco men throughout the United States awakening them into action and urging them to send individual letters or petitions to their respective Congressmen and Senators and it would keep on working along such lines until Congress would be made to realize that the tobacco industry is not to be used as a target for all sorts of attacks.

Let us suppose a case where a bill has been introduced in a certain State legislature imposing prohibitory license fees for the sale of tobacco products. Such cases occur not infrequently, as we all know, and we also know that such bills have been passed and that no organized opposition has ever been presented. A live trade organization would not only appear by its committee and perhaps also by special counsel to oppose such measure, but it would send one or more of its representatives to the State in question to organize the trade and to march down to the legislative halls with a big body of men. The Association would also circularize the tobacco trade in that State and move them into action.

And what would have happened in New York City, only about a year ago, when the Public Service Commission undertook to eliminate smoking cars from the Coney Island trains, had there then been in existence a real active organization? Surely we would have come down with a body outnumbering Dr. Pease and his lieutenants and the Public Service Commissioners would have been flooded with individual letters from dealers protesting against such action. But the existing organizations have paid no attention to that proceeding, which diminished the business of the industry to the extent of probably $1,000,000 a year.

We have thus illustrated the activities of the association in dealing with matters without the industry. As to the activities of the Association in regard to matters within the industry, we think that it is sufficient to say that the mere bringing together from time to time of concerns representing every branch and every element of the industry for the purpose of discussing trade problems and dealing with trade difficulties and formulating trade policies will in itself accomplish much in correcting trade abuses and eradicating trade evils. It may be well in this connection to quote from the Call and Platform of the Association, to wit:

"A live and active trade organization with constructive policies and progressive ideas will find ways and means to stop ruinous trade wars and reckless price cutting."

"A trade organization well managed and adequately equipped, and charged with the responsibility of looking out for the welfare of this industry will keep itself in close touch with all interests and will endeavor to secure co-operation and mutuality among all elements and all branches of the industry for the common good of all. It will seek to discover and remove the causes of all trade evils and to find remedies for the betterment of trade conditions. Its efforts will not be confined merely to propaganda or persuasion, but where legislation or governmental regulation may be necessary to achieve such object the Association will use its machinery with the organized strength behind it to secure and apply such remedies."

NECESSARY COST OF MAINTAINING A LIVE TRADE ORGANIZATION.

We have sufficiently demonstrated the need of a live active trade organization and the services that it may render. As to the cost of maintaining such an organization, we can only figure or estimate the expense of maintaining the administrative force, and the carrying on of the ordinary activities incident to the upbuilding and upkeeping of an active trade organization. As to the expenses that may be required in connection with special activities such, for instance, as handling legislative and other public matters, no estimate can be made. Nor do we consider it necessary to discuss that question or to pass upon it at this time.

The industry is divided into several distinct and different branches. It may be necessary at one time to use the machinery of the Association for the benefit of the cigar branch of the industry and another time for the benefit of the cigarette branch of the industry, and still another time for the benefit of some other branch of the industry. It would be manifestly unjust for one branch of the industry to make contributions to be used in the promotion of legislation for the benefit of another branch.

The system of the government of this Association was so arranged that each of the five main branches of the industry will practically constitute a separate Department to be governed by a Committee headed by a Vice-President selected from the particular branch that he is to care for. So that whenever special activities may be required in the interest of any particular branch of the industry, the Vice-President, together with the Committee in charge of such branch will direct such activities using the machinery of the Association for that purpose, but raising the necessary funds to defray the expenses by voluntary contributions from among concerns belonging to such branch. In other words, while the cost of maintaining the institution and the expenses required in connection with its general activities that are for the common interest of all should be borne by all members, the funds that may be required to carry on special activities in the interest and for the benefit of a particular branch of the industry should be contributed by that branch. Thus while the machinery of the entire organization will be ready for service for every branch of the industry and at all times, no branch will be called upon to pay for activities carried on in the interest of any other branch.

And so we have considered only what it would cost to maintain an adequate and efficient administration in order that we might have a good working machinery ready for service at all times and for every branch of the industry. The association should not only be ready for services, but it must gather information from all parts of the country and keep itself and its members informed as to every step and every move that may be made in any part of the country affecting the industry. It should be alert and on the watch all the time and it should have sufficient means to obtain such information. It should be in a position to constantly keep the association prominently before the public and before those engaged in the tobacco industry in order that it might become a powerful and influential force as a result of which its very usefulness will be unmeasurably enlarged. We have not figured upon maintaining an organization that should be half dead and half alive, for if we are to have a trade organization it must be alive all the time.

We accordingly submit that to maintain the Tobacco Merchants' Association it will be necessary to raise a minimum of $25,000 per year.

We regard the amount thus stated as exceedingly moderate for keeping up a trade organization representing an industry of $700,000,000 worth of business a year. We believe, however, that in due time the Association will derive considerable income from trade mark registration and from credit information which we intend establishing as soon as practicable. Both of these activities will not only produce substantial revenue, but will be a means of securing and holding members.

TOBACCO MERCHANTS' ASSOCIATION MUST BE PLACED ON A SOUND FINANCIAL BASIS.

We believe that the Tobacco Merchants' Association should start its operations at once on a substantial scale and we recommend that a fund be raised by voluntary contributions in order to place the Association upon a sound financial basis so that it might proceed with its work with all possible speed. It must necessarily take time to build up the Association to a point where it will be able to sustain itself from membership dues. But it must enter upon its activities at once for the very purpose of securing a substantial membership. It must be remembered that the activities of the Association will bring it both prominence and members and power as well.

We recommend that the respective concerns represented by the members of the Board of Directors be called upon to contribute such sums as they may deem fair and reasonable in order to provide the Association with a substantial fund to begin and carry on its operations and that the Executive Committee be authorized to call from time to time for such other contributions as in their judgment may be proper and advisable.

All of which is respectfully submitted,

EDWARD WISE,
ASA LEMLEIN,
CHAS. FOX,
Committee.

J. L. Hoffmann Back From Coast Trip

J. L. Hoffmann, of the Falk Tobacco Company, of 56 West Forty-fifth Street, has just returned from an extended trip to the Pacific Coast. He says that "Herbert Tareyton," cigarettes and smoking tobacco, are in greater demand than ever before at all the principal cities which he visited.

The Falk Company, it will be recalled, were awarded a gold medal at the San Francisco Exposition.

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Motor Car for "Flor de Jeitles"

The marked popularity and steadily increasing demand in Chicago for the "Flor de Jeitles" cigars, manufactured by Jeitles & Blumenthal, Limited, has necessitated the Thorwart & Rochling Company, of that city, devoting two motor delivery trucks solely to the work of local distribution there.

The favor with which this brand has met is ascribed to unvarying quality and uniformity, rather than extensive advertising. The same gratifying results with the "Flor de Jeitles" are reported by jobbers wherever this brand has been placed. The "Flor de Jeitles" is proving to be one of the standard selling brands.

Holiday Indications

While the cigar industry always shows a brisk upward trend in the few months prior to the holiday season, there is no doubt that the demand for medium and high priced goods this year has exceeded expectations. The manufacturers of five-cent cigars with a national reputation, cannot begin to fill orders promptly. The manufacturers of ten-cent and up cigars are little, if any, better off.

One manufacturer in New York claimed recently that he could not ship fifty per cent. of his orders, and inquiries at retail stands both in New York and this city for this firm's goods elicited the same response, "We cannot get them fast enough to supply our trade."

Perhaps one reason for this heavy demand for goods of all prices is that stock is about exhausted and with the industrial and commercial improvement, and the prosperity of the farmers, buying of cigars is returning to normal and the jobbers and retailers are caught with empty shelves.

Manufacturers in Chicago, New York and Philadelphia are all busier than for a long time. Collections are improving and orders are heavier than for many months.

Tampa is a wonderful example of the improvement in the clear Havana cigar industry. Not only have all records been broken for the number of cigars manufactured, but several factories are far ahead of any production in their history.

But let the manufacturers bear the fact in mind that those who have been consistently advertising, both to the trade and the consumer, are now reaping what they have sown through the months of inactivity. The results of advertising are not to be measured by the day or week, but by the years. And back of the finest advertising that money and brains can produce must stand the merit of the product. Advertising creates the desire to sell or smoke the brand, but it is the product itself which must inevitably establish or destroy the reputation of the manufacturer.

The results measured by the year, tell the story better than pen or picture.

* * *

An American Thanksgiving

With the approach of Thanksgiving Day we may well stop and consider those things for which we should be deeply thankful. Perhaps none of us have made as much money as we expected, some of us have lost money and a few of us have found ourselves richer than we had ever hoped to be. But whatever we have we give thanks according to our own standards by which we measure our accomplishments or our misfortunes.

None of us can help but be thankful that we live in a land of peace. Our national honor is unstained and our primest manhood is yet unsacrificed upon the carnage-marked field of battle. The vacant chair at the table has been emptied by the inexorable hand of Time and not by the Demon of War.

Our own industry shows greater promise than for months. An association has been formed in the trade to protect every interest and to embrace its every branch. We are busy, our men have employment, and indications point to a steady improvement.

By whatever standard we measure, each and every one of us has much to be thankful for, and be it to the credit of each and every one of us that we do not forget the things both large and small as we each, in our own way, give thanks on Thanksgiving Day.

Sidney J. Freeman & Sons Have "Quality" Motto

SIDNEY J. FREEMAN & SONS, located at 123 Liberty Street, New York, report that their business on their Manila brands is showing a steady growth. When asked as to how this was to be accounted for, E. M. Freeman said:

"We are not selling the trade by telling them how many cigars we can give them for their money, but how good the cigars are that we sell. 'Quality' is the first and last talking point as far as our Manila brands are concerned. The falling off in the Manila trade has been due to the fact that quantity has been considered rather than quality. We know that the smoker won't come back if he is not satisfied. It stands to reason that if we give him cigar value he will repeat. The statement that our goods do repeat is borne out by the fact that most of our shipments are fully sold before they reach San Francisco."

Mr. Freeman pointed out that owing to shipping conditions the Manila trade is handicapped considerably at present. Nevertheless they expect 320,000 "Magellanes", "Puntacimas" and "Flor de Intal" cigars to arrive in San Francisco by the fifteenth of this month. More shipments are expected by December 1st, and another shortly after that date. The shipment arriving November 15th is sold, and Mr. Freeman states that they have orders on hand for practically all goods shipped until February.

S. J. Freeman has just returned from a successful trip through Philadelphia, Baltimore, Washington and the State of Ohio. E. M. Freeman reports that trade was never better with him than his recent road trip through New York State, Michigan, Northern Ohio, and Northern Pennsylvania.

October Wonderful Month for United Cigar Stores

An official of the United Cigar Stores Company says: "Preliminary reports show that October business has been the greatest month in the history of the company. More than 30,000,000 customers entered the stores. Average sale per customer was a trifle over 10 cents." This is partly the result of the distribution of $6000, part of the stock, as prizes to clerks. More than 30,000,000 customers entered the stores during the month, or more than 1,000,000 a day.

Although the company makes these large sales, its reports of earnings, it is explained, do not show a great surplus above the 7 per cent. dividend. The reason is that surplus earnings are turned back into the property.

J. A. Voice Back From the West

J. A. Voice, secretary of the Pasbach-Voice Lithographing Company, has recently returned from a four weeks' visit to the Chicago office, where he found business steadily increasing.

Mr. Voice states that the firm is doing a very large business in the West and that it is growing larger each month. While on this trip Mr. Voice took the opportunity to visit many of the firm's customers located in Detroit, Cleveland, Cincinnati, Pittsburgh and other points.

Bachia's—The Green and Gold Band

R. A. BACHIA & COMPANY, 47 West Sixteenth Street, New York, report an excellent turn of orders on their standard high-grade brands of clear Havana cigars. The holiday trade up to date is quite up to last year's standard.

La Flor de R. A. Bachia & Company cigars have for years enjoyed the absolute repute of maintaining in each successive box the identical qualities of taste and aroma, which first popularized them among the most fastidious smokers of the country.

Mr. Bachia's motto, "Not how many, but how good," is thoroughly adhered to in the product of his factory.

Dealers who want a select brand should get in touch with this factory.

"Jean Valjean's" New Home

Dave Saqui, maker of the "Jean Valjean" brand of clear Havanas, is comfortably located now in his new factory at the northeast corner of Thirty-fifth Street and Sixth Avenue. The offices and humidor are thoroughly up to the minute and facilities are better than ever to handle their increasing business. A number of New York retailers have been featuring this brand in their present window displays. L. Feinberg, the uptown retailer at 2891 Broadway, has had a "Jean Valjean" dressed window for several weeks and reports the brand a big success with his customers.

"Edmond Dantes"—a New Package

P. Pohalski & Company have just brought out a most interesting new package of the "Edmond Dantes, Count of Monte Cristo" brand of cigars.

The goods are packed in a box which is an exact counterpart of a green cloth-bound book, labeled on the back with the regulation title slip: "Count of Monte Cristo, Vol. I," and the box could be laid on any library table for an indefinite period with full assurance that its contents would escape detection. A lover of good cigars, however, would miss a treat if he failed to investigate.

We were much interested to observe the veteran and brilliant actor, James O'Neill, who played the part of "Monte Cristo" for so many years, when a box of these cigars was placed in his hands for inspection. His face lighted up, and he remarked: "Ah, a new edition!" Then a hearty laugh when he discovered. "If the cigars are as good as the deception, the brand will be a big success."

Lincoln Brothers, proprietors of P. Pohalski & Company, are about closing a very fine year on all their brands. Their popular "First Consuls" show an excellent record for 1915, and the small package goods have also caught on in an encouraging volume.

Art Treasures of Late C. G. Emery Sold at Auction

A. H. Wyant's painting, "Pool in the Ausable," and Charles Jacque's "In the Sheepfold," from the collection of the late Charles G. Emery, former treasurer of the American Tobacco Company, were recently sold at an auction for $3170. The former brought $1070, while the latter was bid in at $2100. Forty-eight pictures brought $7900.

MORE CIGARS MADE IN TAMPA LAST WEEK THAN EVER BEFORE IN THE HISTORY OF THE CITY

Striking Feature Is Business on High-Grade Brands—More Than Nine Million Cigars Made in the Week—M. W. Berriman Says Good Business Is in Sight

Tampa, Fla.

ALL records were broken in the sales of revenue stamps with the week ending at noon on November 6th, when the high water mark of receipts of $27,096.02 was registered. More men are said to be working in the factories here than at any previous time in the history of the industry and as a natural result they are turning out more cigars.

In reviewing the cigar situation the Tampa "Times" says as follows:

"Revenue stamp sales for the week total $27,096.02, passing last week's record, which up to that time was the highest made locally. The corresponding week of 1914, the records show, passed with a total stamps sale in the revenue office of $21,851.96.

"Estimating from the sale of these stamps the week's manufacture of cigars, in round number the approximate figures are 9,022,000. This is more than a million and a half cigars a day for the six working days, and passes the mark of a million a day Tampa set for herself to strive to.

"Last week's stamp sales give an estimated manufacture of above eight million. Each week for the last few months there has been an increase and shipments have been growing in quantity for months.

"During the week ended October 30, shipments out of Tampa, as shown by the records of the express offices printed in this week's issue of 'Tobacco Leaf,' amounted to 1767 cases. This accounts for a total of 8,835,000 cigars shipped out of the duty during the week, showing that while the factories have been busy the sales forces have been hard at work, too, and are putting Tampa cigars into every possible market.

"M. W. Berriman of the big firm of Berriman Brothers, said recently he had never seen a more active time for Tampa cigars, and he expressed the opinion that the good business now in sight would extend through the coming year, giving Tampa the most prosperous year it has ever seen for the cigar industry. He hardly expects to see the records of this week maintained, as they are 'Christmas Rush' orders, but is looking for a continuation of prosperity and good business throughout the year.

"According to a man thoroughly familiar with the local cigar industry, there is not a capable cigarmaker in the city who is not working. So great has been the demand for workmen that many 'buckeye' proprietors have closed their shops to work in the big factories, where they can make as wages more than they could as manufacturers.

"Increasing prosperity in every part of the country is the reason given for the great activity in the local cigar-making business. Orders have been pouring into local factories for weeks and many of the manufacturers are far behind in their production. One factory alone is said to be half a million cigars behind its orders and bending every effort to catch up. Other factories have been flooded with orders and are behind. The holiday trade, which is one immediate cause for the large production, is clamoring for high-grade Tampa clear Havana cigars and every factory of any size and practically all the 'buckeyes' whose proprietors have not gone back to the bench attracted by good wages, are running full time and some of them are operating at night.

"One striking feature of the last few weeks is that, instead of making as a rule practically all cheap cigars, the majority of the factories are turning out high-grade brands. Up to a few weeks ago the largest portion of the production was of cheap grades, but this has been changed and, as a consequence, cigarmakers are drawing larger wages than they then were."

Perfecto.

LARGER EARNINGS PREDICTED FOR TOBACCO PRODUCTS CORPORATION

(Continued from Page 15)

"The manufacturer who does not put his money into the building of that intangible thing called "good-will" soon goes down in the struggle for public attention. No feud is more bitter than a family feud. The animosities developing in the tobacco family are as sharp as the most radical Supreme Court Justice could wish. But the Tobacco Products Corporation has a free field and is not in the line of the Tobacco family feuds. It is a new comer, but it, too, must recognize that merchandising costs more than manufacturing.

"One of the leading tobacco men in this country says: 'If the United States Government succeeds in dissolving the United States Steel Corporation, the public will not get the benefit and the smaller steel companies so far from benefiting are likely to get it in the neck. I would not own any steel shares, outside of the Steel Corporation, if the Government decreed its dissolution. People will not believe it but in the tobacco trade, and the same may be true, I believe, in other trades, the combination holds up the smaller man. It is easier to fight the combination than it is to fight with the fighting parts of the dissolved combination. In the struggle the smaller man is worse off.'

"It is believed in the tobacco trade that the Tobacco Products Corporation is in the best possible position to promote business expansion and it is also figured that aside from its regular selling expenses, Tobacco Products Corporation is spending more than $30,000 a month more than 2 per cent. on its common stock—in promoting various brands.

"This company's 'Royal Nestor' brand is now selling at the rate of 120,000,000 a year and is turning its financial corner. Its promotion expenses the first nine months of this year were only $27,000 and it is expected that net earnings from this brand will begin to come in before the close of 1915. It is also believed that the Standard Tobacco Company will show similar results which will mean that all the companies comprising the Tobacco Products Corporation are to be on a profitable and dividend basis for 1916. This prediction is made by the Tobacco Products people with the full intention of continuing the expenditures for promotion at the same relative rate as heretofore.

"The development of the 'Royal Nestor' brand is remarkable when compared with the oldest 10-cent brand on the market, for the 'Royal Nestor' in its sales are now nearly 50 per cent. ahead of this oldest brand. Royal Nestor sales are now five times what they were a year ago.

"An expert tobacco man says: 'On the same basis as the proposed Schinasi purchase for $2,000,000 I consider the Melachrino company worth easily $8,000,000. Tobacco Products Corporation is going to earn a great deal of money in 1916.'"

Portuondo Oversold on "Sintoma" Brand

The demand for "Sintoma" cigars, manufactured by the J. F. Portuondo Cigar Manufacturing Company, 1110 Sansom Street, Philadelphia, has increased to such an extent that the factory is behind in production and shipments are late. The results obtained by Warner Searle and W. D. Hall, traveling representatives for this firm through the Middle and Far West, in conjunction with orders for the holidays, has necessitated the procuring of more cigarmakers; every effort will be made to increase production and make shipments as promptly as possible.

"Recinto," New Mitchell, Fletcher & Company Brand

Mitchell, Fletcher & Company have introduced through their several stores a new cigar under the title "Recinto," a private label.

Three sizes are ready for distribution, the "Invincible," 25 in a box, at $9.00 the hundred; "Blunts," packed 50 in a box, at $8.00 the hundred, and "Perfectos," packed 50 in a box, at $7.00 the hundred. Additional shapes will be placed on sale as soon as circumstances warrant.

Philadelphia Notes

Frank A. Lopez was in Philadelphia last week, looking after the interests of Garcia & Vega, New York and Tampa.

A campaign on "Rameses" cigarettes is being carried on at this time in Boston and outlying districts by Stephano Brothers.

Harry Boston, representing the well-known pipe firm of W. C. Demuth, 509 Broadway, New York, was in Philadelphia last week.

George L. Storm, of the Tobacco Products Corporation, spent a few days in Philadelphia last week on company business.

The Finley Acker Company are now selling their "La Commeda," private brand, in "Rothschild" size, in individual tissue wrapping.

Monroe Luchs, New York representative of Luckett, Luchs & Lipscomb, manufacturers of "Reynaldo" cigars, made a flying trip to Philadelphia last week.

When calling on the trade recently of Jacksonville, Fla., Charles Schlichter was decidedly optimistic relative to the demand he was having for the pipes of William Demuth & Company.

Robert Ellis is meeting with success throughout this city and adjacent territory in the campaign which he is making in the interest of "Reynaldo" cigars, made by Luckett, Luchs & Lipscomb.

At the present time employing a greater number of cigarmakers than at any period since he entered the cigar manufacturing business, J. J. Pepper, of Addison, N. Y., states that he is decidedly pleased with the increased number of orders he is receiving.

"Billy" Camp to Represent "Lucius" Brand in East

William Carpenter Camp, better known as "Billy," who has been connected with the cigar and cigarette industry for about twenty years, has taken another step toward success by securing the Eastern representation for the "Lucius," clear Havana cigar, made by Ryan & Raphael, of Chicago, Ill.

"Billy" is not indulging in mere vocal exercise when he says that the "Lucius" cigar is growing each month in the favor of critical men who know fine cigars when they smoke them. Last year Chicago alone consumed 10,000,000 "Lucius" cigars and they are showing splendid duplication wherever placed. Exclusive clubs, high-class hotels and cafes and the best cigar stores are catering to the taste of their critical patrons with the "Lucius" cigar.

William Carpenter Camp

Through his success with the Camp Cigarette Company, manufacturing the "Camp" cigarette, "Billy" is well known to the very best trade in the East. "Camp" cigarettes are a big hit in New York and Chicago, and the best clubs carry the brand for the convenience of their members who know how to appreciate a high-class Turkish cigarette.

Mr. Camp's New York office is 105 West Thirty-ninth Street. If you want to know more about the "Lucius," clear Havana cigar, or the "Camp," Turkish cigarette, drop him a card.

Turkish Tobacco Raised in Kentucky

The raising of fifty pounds of excellent Turkish tobacco on a plot of ground near Southern Heights, Ky., by Leo Heine, a retired pipe manufacturer, has caused considerable comment among Louisville tobacco men. The experiment of Mr. Heine perhaps is the first successful one in Kentucky, and he has shown the tobacco to a number of local tobacconists who say the quality could not be improved upon. That the soil of the knobs back of Louisville may be suited to the raising of the weed from which imported cigarettes are made, is believed to be a possibility unless the success of Mr. Heine was a freak of weather conditions during the summer.

British Embassy Begins Inquiry Into Situation

The British Embassy, at the instance of the State Department, has begun an inquiry into the situation with respect to British restrictions on American shipments of tobacco to neutral European ports.

Tobacco Piling Up in the Warehouses

Tobacco held October 1st by dealers and manufacturers other than original growers amounted to 1,205,762,948 pounds the Census Bureau recently announced. That compares with 1,481,028,438 pounds so held April 1st, this year, and 1,108,059,959 pounds held October 1st, last year.

Chewing, smoking, snuff and export types totaled 806,736,562 pounds; cigar types, 335,367,657 pounds, and imported types, 63,658,729 pounds.

Virginia and Tennessee Tobacco Growers Complain

Virginia and Tennessee tobacco growers have complained to Secretary Lansing that because of restrictions of the British Government practically all of the 1914 tobacco crop and much of the 1913 crop still are in warehouses. They asked that special representations be made to Great Britain to permit the free and unrestricted movement of tobacco from the United States to neutral ports.

Secretary Lansing promised to take the matter under consideration.

"Black Patch" Farmers and Dealers Grow Anxious

With a tobacco crop estimated at 90,000,000 to 100,000,000 pounds on their hands, the farmers and dealers of the "Black Patch" of Kentucky and Tennessee are speculating anxiously as to what the market conditions are going to be when the time comes for selling.

The "Black Patch" is the section composed of about thirty counties in the western ends of the two States, mostly in Kentucky, which furnishes the foreign markets with the bulk of their annual purchases. And the thing which is now causing the farmers and dealers to worry is the effect of the exorbitant ocean freight rates and insurance, which is the direct result of the European War.

Without a means for shipping the tobacco across the Atlantic, and a safe and reasonably economical way at that, it is feared that the foreign buyers will not be so anxious to buy tobacco, and if they do buy, it will be comparatively small amount as compared with past years.

William A. Wolff

William A. Wolff, sixty-six years old, a retired cigar manufacturer, of Louisville, Ky., was found dead in bed recently. Death is believed to have been due to heart failure.

Mr. Wolff was born in Germany, but in early life came to this country, settling in Louisville, where he has been a resident of the West End for forty-five years. He was a member of the Cigarmakers' Union, Aurora Lodge of Masons, Humboldt Lodge of Odd Fellows, Order of Owls, Social Maennerchor, Turngemeinde, Alpenroesle, Tribe of Ben Hur and numerous German singing societies.

Besides his wife, he is survived by five sons, Otto, Julius, Henry, Louis E. and Albert Wolff, a daughter, Miss Henriette Wolff, a brotrer, Henry Wolff, of Louisville, and two brothers and two sisters in Germany.

"Fallico's 1527" is permanently featured by Charles Fallico, a well-known retailer located at 1527 Seventeenth Street, Denver, Col. The brand which retails at five cents, is only one of many other popular five- and ten-cent brands carried by Mr. Fallico.

CONDITIONS MUCH IMPROVED SAYS R. E. CHRISTIE

Large Cigar Manufacturers See Business in Better Shape—Credits More Open and People Coming Back to Normal Conditions

WHILE en route to the Pacific Coast to study general conditions, R. E. Christie, vice-president of the American Cigar Company, and P. A. Wysard, vice-president of the Havana-American Company, stopped off recently at Houston, Tex., and gave out an interview as regards business in the territories which they had visited.

Both men agreed that the business conditions throughout the country are in better shape than for a long period of time. "Owing to the increase in the fall business, a general feeling of prosperity prevails all over," said Mr. Christie. "I came South in the spring and found the conditions very hopeful and, therefore, decided to make this trip to the coast in order to make a thorough study of the general situation."

Mr. Wysard commented favorably upon the manner in which the sections which were injured by the recent storms have gone about to overcome the interruption of business. He said it was an indication of the type of people and the energy displayed by them in overcoming difficulties. "In the places I visited," he said, "one would scarcely know that anything had happened."

"Throughout the entire territory I visited on my trip from New York to Houston there is a very marked change for better trade conditions. This is especially noticeable in the country sections which are beginning to place orders. I noticed that as soon as I got to the cotton territory there was a large improvement. The people are getting back to normal conditions. Credits are more open, and those who survived last year are certainly worthy of credit.

"The cigar business was affected due largely to economy. The first thing the business man economized on was the high-grade cigar. The sales today are much better than they have been since the war started. Our 'Preferencia' cigar is taking very well in this section and the sales are daily increasing."

Trade Jottings

Eugene Atchison was a recent visitor to the trade of Memphis, Tenn., in the interests of the "Permit" cigar of the American Cigar Company.

Mortimer Regensburg, of E. Regensburg & Sons, has been South for the past two weeks visiting the factory at Tampa and spending a few days in Cuba.

"Charles Denby" cigar, manufactured by H. Fendrich, Evansville, Ind., has been taken on for distribution by S. Frieder & Son, 5 Franklin Square, Cincinnati, O.

"Americus," the new shade-grown cigar, manufactured by Sanchez & Haya, Tampa, Fla., has just been taken on for distribution by Lilly, Dungan & Company, Baltimore, Md.

Attractive window displays did their portion of the work on the recent week's campaign on the "Robert Burns" and "Little Bobbie" cigars, made by the Best & Russel stores, Chicago, Ill.

M. Rosenfeld, representing Salvador Rodriguez, manufacturer of the popular "Charles the Great" cigar, was a recent visitor to the trade of Minneapolis, Minn., in the interests of the brand.

An Innovation In Smoking Tobacco

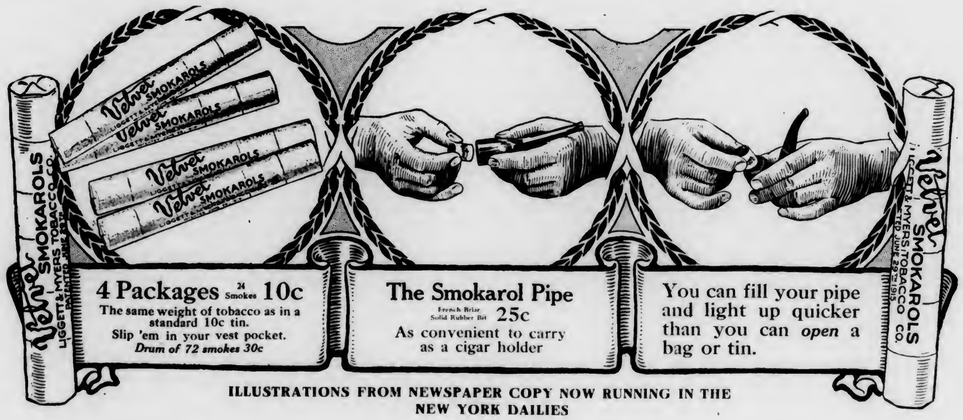
CIGARETTES tipped with flower petals, cigars rolled as one, yet convertible in an instant into two, and many other unique features, have been introduced into the cigar and tobacco industry, and each has won its following and gone on to success or oblivion.

There have been scores of pipes with patented features which have been brought before the public, but of the number perhaps only a small percentage are to be found on the market today.

It has remained for Liggett & Myers to startle the pipe-smoking public with what has the appearance of being not only one of the most unique but at the same time most practical and economical ideas that has ever been offered in the trade.

The idea really consists of two innovations—one is known as "Velvet Smokarols" and the other as the "Smokarol Pipe." The latter invention is dependent on the former, but the former is by no means dependent on the latter. The patent office has recently granted patents on both features.

"Velvet Smokarols" and the "Smokarol Pipe" are the inventions of C. C. Dula, president of Liggett & Myers Tobacco Company. (Cartoonists and authors will please take note of this.)


Velvet SMOKAROLS
Velvet SMOKAROLS
Velvet SMOKAROLS
Velvet SMOKAROLS
Velvet SMOKAROLS
LIGGETT & MYERS TOBACCO CO.
4 Packages 24 Smokes 10c
The same weight of tobacco as in a standard 10c tin.
Slip 'em in your vest pocket.
Drum of 72 smokes 30c
The Smokarol Pipe
French Briar Solid Rubber Bit 25c
As convenient to carry as a cigar holder
You can fill your pipe and light up quicker than you can open a bag or tin.

ILLUSTRATIONS FROM NEWSPAPER COPY NOW RUNNING IN THE NEW YORK DAILIES

"Velvet Smokarols" are put up in a waxed paper package which contains six "Smokarols" or "loads" of "Velvet" smoking tobacco, the entire package being about the length and diameter of a cigar. Instead of the tin box or the bag, the smoker can now carry six pipe loads of "Velvet" in his vest pocket in the space which a cigar would occupy.

Of great importance is the fact that four packages, containing six "Smokarols" each, contain the same weight of tobacco as the standard ten-cent tin. Four packages of "Velvet Smokarols" retail for ten cents.

The object of this new form of tobacco is to save the waste that ordinarily comes from loading a pipe from loose tobacco. Further, it provides the smoker with a pipe load that is packed to just the proper density for smoking to the best advantage.

"Velvet Smokarols" are not only perfectly preserved by their outer wrapping of waxed paper, but, as a further protection, each "Smokarol" has a coating of thin, tasteless, white rice paper, which enables it to be smoked in the ordinary pipe intact, either with or without the coat of rice paper. If preferred, the "Smokarol" may be crushed before loading the pipe.

It is claimed for this packing that in any pipe "Velvet Smokarols," intact, will give air space behind the load and keep the pipe stem clear of fine particles.

In the advertising campaign which has been begun on this patented feature the copy is built on some of the following points: "As convenient to carry as a cigar." "Handier than bags or tins." "Always clean and fresh." "No pipe odor." "No waste." There is a "punch" behind the copy which carries conviction and there is every indication that this unique package will win a tremendous following.

The second innovation consists of the "Smokarol Pipe" especially designed for use with "Velvet Smokarols." This article takes up a little more room in your pocket than a cigar-holder, is made of genuine French briar and has a solid rubber bit. It retails for twenty-five cents.

The absence of the "bowl" in the "Smokarol Pipe," it is claimed, makes the pipe much easier to keep clean than an ordinary pipe and consequently insures a sweeter smoke.

The makers of the "Smokarol Pipe" especially recommend it to out-door smokers and those actively engaged, owing to the fact that it retains the ash even in the wind and in spite of sudden movements on the part of the smoker.

If present indications are a criterion, the "Smokarols" and "Smokarol Pipe" will prove one of the biggest innovations ever introduced in the smoking tobacco industry.

The cylindrical form of the "Velvet Smokarols" is claimed as one of its chief advantages, insuring the complete burning of the pipe load and also its firm retention of the ash, even when smoked in a breeze. It is further stated that the form of the "Smokarol" prevents particles of tobacco from getting into the bottom of the pipe bowl and the stem and prevents the pipe from becoming strong in taste and odor.

Persons who have used "Velvet Smokarols" in ordinary pipes comment on the fact that the "Smokarol" holds it fire unusually well and that as a result they smoke more real tobacco and fewer matches.

TOBACCO MONOPOLY PROVES MOST REMUNERATIVE SOURCE OF INCOME FOR ITALIAN GOVERNMENT

Year's Record Shows Increase Over Former Banner Year—Venice Holds First Place in Per Capita Consumption

THE Italian Government's tobacco monopoly is one of the most remunerative sources of revenue for the Kingdom. In the fiscal year ended June 30, 1914, the latest for which official figures are available, the total income from this source was $67,511,852, an increase over the banner year 1912-13 of $3,235,567. It exceeds the estimated income from this monopoly by $3,435,852. The customs revenue on foreign manufactured tobacco imported into the Kingdom for the use of individuals amounted to $25,441. Adding this to the revenue derived from the sale of tobacco, the total revenue from this monopoly amounts to $67,538,294.

New regulations, established by decree of January 4, 1914, increased the prices of all tobacco, with the exception of snuff, by 40 per cent. There was a decrease in consumption of 1,847,982 pounds, and an increase in revenue of $3,209,125. This increase in revenue is due partly to wider use of the better grades.

The receipts from the tobacco industry during the year amounted to $146,166,874, of which the customs duties on private importations amounted to $26,441; sales in Italy, $444,438,056; exportation, $1,016,881; sales to colonies and occupied territories, $517,401; and sales on shipboard, $168,093.

The revenue from sales in Italy was made up of the items: Cigars, cigarettes, pipe tobacco, and snuff, $398,777,572; insecticides and extracts, $45,660,484. Compared with the figures of the preceding year, there was a clear increase of $3,033,135.

Among the regions where the greatest quantity of tobacco is consumed, Venice holds first place, with an annual per capita consumption of 39.255 ounces. The district of minimum consumption is Ascoli Piceno, with a per capita consumption of 8.50 ounces. The average consumption per capita throughout the Kingdom was 20.06 ounces, or a decrease of 1.87 ounces per capita, as compared with the preceding year, when the consumption per capita was 21.93 ounces. The per capita revenue from the monopoly throughout the Kingdom was $4.07 as the maximum, and 76 cents as the minimum, the former in the Province of Leghorn, the latter in the Province of Sondrio.

Italian cultivation of tobacco has decreased in late years. During the year under consideration there were 173,571,086 plants in Italy, a decrease of 917,274 plants from the preceding year. The growers are subject to many rules and regulations. Permission to cultivate tobacco must be obtained from the Government, and the cultivation is under the control of the excise office. The tobacco so grown must be either sold to the Government at an appraised price or exported within three years.

Of the 23,456.7 long tons (long ton=2240 pounds) of foreign-grown and manufactured tobacco for the year 1913-14, amounting in value to $8,219,886, 16,242.6 tons were from the United States, 6,171.8 from the Orient, and 1,042.3 from various other countries.

Increased importation of tobacco from the United States is due to its very good quality, and also to diminished cultivation of tobacco in the Near East, where Italy previously purchased large quantities. The bulk of the importation from the United States into this Kingdom is composed of Virginia, Kentucky, and Maryland varieties. The purchase price of tobacco from the Orient was $594.81 per long ton, as compared with $533.68 for the preceding year.

The purchases of tobacco in the United States for the Italian Government are made directly by the Government agents stationed in New York.

The operation and maintenance of the many departments connected with this monopoly for the year 1913-14 cost $17,578,927, compared with $17,919,678 for 1912-13, an increase of $340,751. Salaries of employees were increased by $238,408, and new machinery, for the factories cost $91,619. Deducting operating expenses, purchase of foreign tobaccos, and overhead expenses from the gross sales of $146,166,874, the monopoly gave a net revenue of $51,796,712 to the Government for 1913-14. In the expenses are included the monopoly's contributions for the maintenance of the revenue service, frontier service, etc.

At the end of the fiscal year under review the value of the stock on hand was: Unmanufactured tobacco, $17,765,312; manufactured tobacco, $2,293,574; total, $20,058,886.—"Commerce Reports."

Trade Jottings

The "Admiration" cigar of E. Regensburg & Sons, has many friends in Syracuse, N. Y.

J. J. Waner is the latest addition to the sales force of Sanchez & Haya, and will call on New York trade.

The cigar department of the Allen & Lewis Company, Portland, Ore., is showing a weekly increase in sales.

C. D. Slater, Reading, Pa., has taken over the cigar store of Harry Borell, 26 and 28 North Sixth Street, that same city.

The cigar store in the Ratti Building, on South Meridan Street, Indianapolis, Ind., has been purchased by James Barton.

Excellent business on the "Chancellor" cigar of the American Cigar Company, is reported by the H. Jevne Company, of Los Angeles, Cal.

Hyneman Brothers, Boston, Mass., supplied "Priscilla" cigars and "Fatima" cigarettes, at a recent institution of a new lodge of Elks at Newton, Mass.

E. J. Reardon & Company, Kansas City, were recently in receipt of a visit from James C. Glaccum in the interests of the "Turtle Bay" cigar, manufactured by William Glaccum & Sons.

Deisel-Wemmer's "El Verso" and "San Felice" cigars are coming in for much attention at this time from Samuel Marco, Fifth Avenue and Adams Street, Chicago, Ill. Mr. Marco is also featuring window displays on the brands.

Excellent business is being done on the "Obo" five-cent cigar by Gunnoude & Zurmuehlen, Council Bluffs, Omaha. The "Chancellor" cigar, of the American Cigar Company, is also featured by this company.

The retail cigar store of Follin Brothers Company, 260 King Street, Charleston, S. C., remodelled and modernized in every respect, was recently opened for business following several months' cessation of operations to afford an opportunity for alterations.

Tampa

Cuesta-Rey Output Largest in Factory's History—Jorge Leon Back From Trip to Exposition—Tampa-Cuba Cigar Company Installs Labor-Saving Devices

Tampa, November 8, 1915.

ONE of the most important events of the past fortnight was the dinner of the West Tampa Boosters' Club, held at Massie's restaurant, in honor of the manufacturers of West Tampa. As a result of the gathering numbering about sixty guests, included among whom were, A. L. Cuesta, Sr., of Cuesta, Rey & Company, and Ernest Berger, of the Tampa-Cuba Cigar Company, it was decided by the cigar manufacturers to combine forces and erect a West Tampa manufacturers' building for the South Florida Fair and Gasparilla Carnival, to be held in February next. Various speeches were made, their theme being that West Tampa offered a fertile field for the workers if only they would be up and doing. And that the manufacturers will act was verified by the fact that already a plan has been drawn up for the building at the Fair to be utilized for the exhibits which the manufacturers intend making. The structure is to be fifteen feet by sixty feet, mission style of architecture. Much interest was manifested in the statement of A. L. Cuesta, Sr., of Cuesta, Rey & Company, that his company's exhibit now at the Panama-Pacific Exhibition will be brought on to West Tampa and placed in the manufacturers' building for the Fair. Altogether the affair was a huge success and augurs well for the future of West Tampa.

The South Florida Fair is to be held from February 4th to February 12th. The Gasparillâ celebration will be held during the same dates, instead of previous to the ushering in of the Lenten period as has been the usual custom. This year the Gasparilla plans also have been changed, in that the landing of the Mystic Krewe and the Coronation of the King and Queen will occupy two successive nights instead of one as heretofore. The landing will take place the first night, and the city will be held for twenty-four hours, ending with the coronation the following evening.

A labor-saving stripper for work not necessary to be performed by hand, an electrical device for testing the even smoking qualities of cigars, and a complete and a most modern system of communication throughout all portions of the factory are among some of the up-to-date equipment utilized by the Tampa-Cuba Cigar Company in its efforts to have everything that will materially aid them in the manufacture of their products. A dictograph system of communication has been installed throughout the factory, which enables Mr. Berger, sitting at his desk, to communicate to various portions of the factory merely by the use of a small appliance attached to his desk. There are ten stations located throughout the building, all of which radiate from the manager's desk, a buzzer being brought into play when intercommunication is wanted.

Mortimer Regensburg, of E. Regensburg & Sons, was among the recent arrivals in town.

During the month of October, 31,000,000 cigars were shipped by the combined factories of Tampa, this making an average of about 8,000,000 per week. The average price of each cigar was listed at ten cents.

In addition to dealing in leaf tobacco, Santos Bezaglo will enter the cigar manufacturing ranks and has chosen for his place of manufacture the building at 205 La Salle Street, West Tampa.

Cuesta, Rey & Company are working twenty-four hours a day in order to keep up with the great number of orders being received at the factory. The output this season is said to have averaged 105,000 daily.

One finds himself in a rather difficult situation to describe the conditions among the factories here at the present time. There is so much business being done, so many orders coming in, that to mention the output of this factory and the output of that factory, might create some jealousy, and besides figures are very dry things. Therefore, we think it will suffice to say that the situation in the cigar industry in Tampa at present is simply marvellous in the amount of business that is being done. The manufacturers are of one accord in stating that prosperity has returned, and returned with a vengeance.

Jorge Leon, of San Martin & Leon, has returned from his two months' travels which included a look-in at the Panama-Pacific Exposition.

F. P. Arguelles, of Arguelles, Lopez & Brother, is back again at the factory following a three months' sojourn in Havana.

Perfecto

"Velvet" Ball Team Wins Silver Trophy

The "Velvet" Baseball Club, composed of employees of the Liggett & Myers Tobacco Company, of St. Louis, is the recipient of a handsome silver loving cup presented by The Richard A. Foley Advertising Agency, Inc., of Philadelphia.

The trophy was offered early in the season to the "Velvet" Club, provided they should better the records of both the National and the American League Clubs of St. Louis.

The "Velvet" Baseball Club finished the season of 1915 with an average of .742 per cent. The club played 31 games; won 23, tied 1, lost 7. The percentage of games won is far better than the combined percentages of the St. Louis professional baseball clubs.

The "Velvet" Cup is unique in that in addition to the usual presentation inscription it bears the following message from "Velvet Joe":

"In baseball, as in life, sometimes yo' win—sometimes yo' lose. In men an' teams, it's the average that counts." "Velvet Joe."

TOBACCO IN EGYPTIAN COMMERCE AND INDUSTRY CONFINED ENTIRELY TO CIGARS AND CIGARETTES

Tobacco Supply Comes From Abroad—Growth Prohibited in Egypt—Manufacture Is Limited to Cigarettes

TOBACCO as a raw material and in a manufactured state finds a place in Egyptian commerce and industry almost exclusively in the production and marketing of the Egyptian cigarette. The making of cigarettes in Egypt, which is primarily an agricultural country, is the only manufacturing industry of importance. Although Egypt is fitted both in climate and soil for the cultivation of tobacco, its entire supply of leaf tobacco comes from abroad. The growing of tobacco in Egypt is prohibited.

All manufactured tobacco from the United States and other countries having no special agreement with Egypt affecting tobacco, pays a duty in Egypt of 420 milliemes per kilo ($0.95 per yound). Manufactured tobacco from countries having such special agreements is subject to a duty of only 400 milliemes per kilo ($0.905 per pound).

Leaf tobacco from the United States and other countries of the first category pays an import duty of 320 milliemes per kilo ($0.724 per pound), while imports from countries having special agreements are dutiable at 300 milliemes per kilo ($0.68 per pound). Stemmed leaf is placed in the same category as manufactured tobacco. Leaf tobacco re-exported in the shape of cigarettes is entitled to a drawback of 100 milliemes per kilo ($0.225 per pound).

Imports of leaf tobacco into Egypt during 1913 (figures for 1914, on account of the abnormal conditions imposed by the war, should not be used as a criterion for deductions) from various countries of origin were as follows:

Imported from—	Pounds.	Value.
Austria	227,210	$46,287
Bulgaria	221,315	50,090
China	146,562	16,592
United States	3,128	205
French Mediterranean possessions,	19,169	2,625
Greece	7,235,592	1,801,520
Italy	545	75
Roumania	16,867	2,280
Russia	4,306,497	1,169,686
Serbia	54,848	7,445
Turkey	5,794,307	1,967,243
Total	18,926,040	$5,064,048

Tobacco is smoked almost exclusively in the form of cigarettes and cigars. The manufacture of tobacco in Egypt is limited to cigarettes. Its extent may be judged by the imports of leaf tobacco. An approximation of the extent of the annual consumption may be obtained by making the necessary deductions from imports of leaf, exports of cigarettes, and imports of cigars and tobacco in other forms, as set forth in the following résumé for the year 1913:

Kinds of tobacco.	Pounds.	Value.
Imports.		
Leaf tobacco	18,026,040	$5,064,048
Cigars	155,363	91,362
All other tobacco	138,862	66,068
Exports.		
Cigarettes	1,088,467	1,970,940

Trade Jottings

The E. H. Gato Cigar Company, Key West, Fla., report splendid business at this time.

Excellent business is reported at the factory of P. Pohalski & Company, manufacturers of the "First Consul" cigar.

Ludgate & Lee have taken over the cigar stand formerly operated by J. P. Clark at Pine and Westlake Streets, Seattle, Wash.

Claude E. Howell, Detroit, Mich., is at present directing a campaign on the "La Bodad" cigar, manufactured by Gans Brothers.

A store at Fourth and Main Streets, Evansville, Ind., is to be opened shortly by the House of Crane, already located in that city.

Report from Boston has it that the "Little Preferencia", packed 12 in a tin box, and selling at fifty cents is finding favor with the local trade.

A premium depot at Twelfth and McGee Streets, Kansas City, has been opened by the American Tobacco Company, in charge of Miss J. M. Pointer assisted by Edward Deniston.

John W. Merriam of Merriam Segars, Inc., when seen at his office recently at 101 Spring Street, New York City, stated that he was certainly pleased with the reception accorded him by the trade on his short Western trip.

A vigorous campaign on the "Tungsten" cigar manufactured by the firm of Jeitles & Blumenthal, Philadelphia, Pa., is now being waged by the William A. Stickney Cigar Company, St. Louis, Mo., local distributors on the brand.

Much satisfaction is being expressed by Loritz Brothers, Denver Col., relative to the demand they are experiencing in the offering of S. H. Furgatch & Company's new Panatela shape on the "Bouquet de la Ada" retailing at five cents.

W. W. Richards, in the interests of the Theobald & Oppenheimer Company, New York, manufacturers of the "El Proposo" and "Little William Penn" cigars, was a recent visitor to the J. G. Cohen Cigar Company, Seattle, Wash., who job both brands.

Having recently severed his connection as city salesman with the firm of A. Cohn & Company, New York City, Herbert Cohn, son of the late Leopold Cohn of that company, has embarked in the leaf business for himself. His office is located at 136 Water Street, New York City.

The limited field in Egypt for the sale of manufactured tobacco other than cigarettes would hardly warrant its manufacture there on any larger scale. The native smokes cigarettes and tombac. Tombac is a mixture of tobacco and other ingredients and is smoked in the water pipe. The local Greeks and Italians, of whom there are large colonies, smoke cigarettes and the cheaper grades of cigars. The higher grades of cigars and pipe tobacco are smoked by the better class of Europeans.—"Commerce Reports."

RETAIL KINKLES

Catchy Schemes Used Successfully By Thinking Men To Improve, Enlarge and Popularize Their Business . . .

For the man who smokes, there is nothing that puts the finishing touch to a Thanksgiving dinner like a good cigar, and "lest we forget", the live cigar and tobacco merchant will use his window for the display of those smokes that will present the strongest appeal to his customers, and make an effort to secure additional patronage. The offering of premiums for this first of the winter holidays has been successfully introduced in nearly every section of the country, and there is no better way to attract the attention of the public than to decorate the window with the articles that can be secured for the return of a given number of sales slips or coupons.

"The Day of Feasting"

Window cards should be used setting forth the price of the cigars, cigarettes and tobacco, and also stating the amount of coupons given with each sale, as well as the number of coupons or sales slips required to secure the articles offered as a premium.

The "Day of Feasting" affords a splendid opportunity for cigars that are sold in packages smaller than the usual box of fifty, for many smokers would purchase a package of five, ten or even twenty-five that ordinarily would be satisfied with the usual purchase of two or three. One feature that the retailer should not overlook in package goods is, that these cigars are packed in convenient pocket size, and are less liable to break than if carried loose.

* * *

The average housewife will tell you, generally, in emphatic language, that lace curtains and cigars are as widely separated as the poles, but one cigar dealer offered these useful articles as a premium, for the return of a given number of bands taken from cigars which he was introducing under his private label.

Another Good One

Just prior to the house-cleaning time announcement was made that the wife or mother could place new curtains in their room at his expense, and that for every box of fifty or one hundred cigars, a bonus of a certain number of coupons was given.

This enlisted the support of the feminine members of the family and it's a safe gamble that when hubby refused to even try these cigars they demanded to know the why and wherefore, and one or two excuses were far from adequate to convince them that the proposition contained no merit.

* * *

One cigar merchant who numbers his customers from among hunting enthusiasts, has learned that the offering of a hunting cap, gloves, leggings and coat, has been of unusual merit in stimulating sales of cigars in quantities of twenty-five or more, and cigarettes in quantities of one hundred.

Hunting Goods For Purchases

This dealer, however, is not satisfied with the sale of cigars and cigarettes, but makes an attractive display of pipes, smoking tobacco, pouches and matches in waterproof wrapping.

Human nature is about the same the world over, and we have found mighty few people who are willing to admit that any one can "get their goat", but the retail cigar and tobacco dealer located in a section where these animals are popular, rather rejoices in the fact that the team which he offered as a premium was obtained by two brothers for consistent effort in collecting coupons which he issued for the return of a given number of sales slips, representing goods purchased at his store.

Did They Get Your Goat?

This wide awake merchant conceived the idea of offering a team of goats as a premium to the person or persons presenting the largest number of coupons for redemption within a specified time.

To add interest to the contest, a line of magazines and other reading matter was added together with school supplies, and the winners of the competition were on the job early and late, soliciting the sales slips from friends and strangers alike, and to avoid jealousy the two leaders pooled their interests and carried away the prize.

There were smaller prizes however, for the less fortunate contestants, and the amount of publicity this dealer received has resulted in increased profit and a reputation for doing things.

* * *

Retail cigar and tobacco dealers, who are planning to give premiums during the coming fall and winter season, will find a good mailing list of inestimable value. This can be secured as early in the season as desired by offering some small premium for all children who will call at their store and leave name and address.

Get a Mailing List

This paves the way for circular letters and other data which the dealer desires to bring to the attention of the male members of the family showing just what premiums are offered, and what amount of coupons or cash register slips are necessary to obtain them.

This mailing list can also be used later on when any changes of premiums are contemplated, and when the special packings for the holiday trade are in vogue.

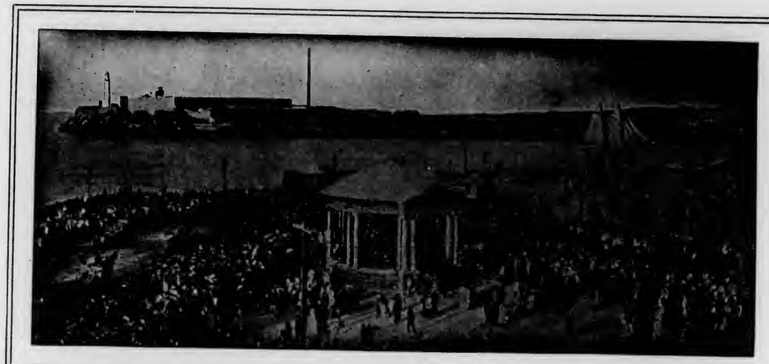
Especially timely for the coming month would be a school accessory or necessity, for this would enlist the support of the children, and this support has spelled success for many a publicity campaign of this character.

* * *

Among the premiums selected for distribution by one of the larger firms handling cigars and tobaccos, is a line of small-sized rugs, such as are in demand during the fall and winter to place on the floor near the doors upon stormy days, around the bath-room and bed-rooms.

Floor Mats Business Boosters

These rugs are offered in conjunction with rubber mats for the hall or porch, and the merchant who offered these last year and who is repeating again, has learned that an article which requires some consistent buying, has proven the best for his particular location and customers.



The Cuban Market

From Our Exclusive Bureau
Perseverancia No. 8

Havana, Cuba.

Havana, November 8, 1915.

BUSINESS has kept up to its previous activity during the last fortnight, although the number of American buyers that have visited us during this period has been very limited. Our large American export houses, commission merchants, the Spanish Regie and the local cigarette manufacturers have been fully able to keep the ball rolling, and the tendency of a further rise in prices continues.

While it seems rather strange, that in view of the strong position of our market no more of the Northern buyers should have flocked here in order to supply themselves with our leaf, as has been usually the case at this season of the year, we surmise that our commission merchants are executing many orders for their clients, thus saving them traveling expenses and loss of time. As far as Remedios leaf is concerned, there is really no reason why this should not be done, as the difference in quality, and cleanliness in the packing, could be easily enough represented by samples, which on the other hand would be far more difficult to do, in the case of factory vegas of Vuelta Abajo and Partido. Therefore, as regards these varieties, it is more desirable that the manufacturers or leaf dealers from the United States should come here themselves, in order to make their own selections.

As this year's Vuelta Abajo crop does not amount to anything to speak of, and as the Partido growth has been virtually disposed of, there remains only Remedios to be taken into consideration. First and second capaduras of good quality are not abundant, as the yield has been poor, and for this reason the wide-awake and up-to-date dealers and exporters have taken hold of the new crop, paying fair prices for the fresh goods, while the good part of the 1914 crop has likewise met with more inquiry at better figures. The low grades are in excellent demand by our cigarette manufacturers, selling as quickly as they arrive from the country, while the lighter styles are solicited as substitutes for Vuelta Abajo and Partido leaf. It therefore looks as if not a sprig of good tobacco will be for sale in first hands long before the next crop should become a reality.

As the weather is favorable for planting the coming crop, more activity is sure to exist in the country, but at all events the quantity cannot be large, owing to the scarcity of vegueros in the Vuelta Abajo, the absence of funds for the poor farmers, who cannot secure fertilizers nor buy the seedlings. Therefore, even if the weather conditions in future be all that could be desired, we cannot count upon a large crop in 1916.

Sales during the past fortnight totaled 17,821 bales, which consisted of: Vuelta Abajo, 5445; Partido, 1031, and Remedios, 11,345 bales.

Buyers were: Americans, 9109; exporters to Europe, 2796; to South America, 500, and our local manufacturers of cigars and cigarettes, 5416 bales.

Exports of leaf tobacco from the port of Havana, during the past two weeks, totaled 9891 bales, which were distributed to the following countries, viz.: To all ports of the United States, 6705; to Canada, 420; to England, 128; to Denmark, 25; to the Netherlands, 400; to Spain, 1500; to the Argentine Republic, 563; to Uruguay, 117, and to Chile, 33 bales.

Receipts of Leaf Tobacco From the Country

For 3 weeks ending Nov. 4, 1915.			Since Jan. 1, 1915.
Vuelta Abajo	6,060 bales		109,912 bales
Semi-Vuelta	2,020 "		17,428 "
Partido	697 "		14,703 "
Remedios	30,400 "		168,453 "
Oriente	133 "		8,274 "
Total	39,310 "	Total	318,770 "

Buyers of Leaf Tobacco That Come and Go

Arrivals—From New York: Maximilian Stern, manager-general of the Henry Clay and Bock & Company, Ltd., and president of the Cuban Land and Leaf Tobacco Company, and Morton Morris, of S. Ruppin.

From Tampa: Jaime Pendas, of Moreda & Company; Manuel Pendas and Alfredo Pendas, of Y. Pendas & Alvarez.

From Hamilton, Ontario, Canada: F. A. Presnail and M. T. Irving, of the Tuckett Cigar Company, Ltd.

Departures—To New York: Eladio Tejeiro and Ladislao Menendez.

To Tampa: Jose Lovera, Manuel Pendas, Jaime Pendas and Alfredo Pendas.

To Key West: Luis Martinez.

To Boston: Albert W. Kaffenburgh.

To Hamilton, Ontario: A. F. Presnail and M. T. Irving.

Cigars

Business in our cigar factories has improved, as most of the factories are now working under a fair headway, and some of them had to increase the number of their cigarmakers. The only question is, how long this better state may continue, after the Christmas orders should have been filled.

The following statistics of our exports of cigars, from the port of Havana, during the month of October in 1915 and 1914, show a gradual diminution in the unfavorable balance of our exports this year as compared with the previous one.

Exports from October 1 to October 31, 1915	11,431,256	cigars
Exports from October 1 to October 31, 1914	8,903,755	"
Increase in the month of October, 1915	2,527,501	"

Increases by countries in October, 1915, as compared with 1914:

Great Britain	1,874,311	cigars
Denmark	803,500	"
Chile	395,740	"
Argentine Republic	125,525	"
United States	74,260	"
Portugal	57,950	"
Uruguay	54,250	"
Panama	49,100	"
British Africa	17,000	"
Total	3,451,636	"

Decreases by countries in October, 1915, as compared with 1914:

Canada	307,875	cigars
Australia	230,250	"
Spanish Africa	136,910	"
Spain	61,400	"
French Africa	48,500	"
Gibraltar	44,750	"
Brazil	36,500	"
Egypt	25,500	"
Total	891,685	"

Total exports from January 1, 1914, to October 31, 1914	107,221,789	cigars
Total exports from January 1, 1915, to October 31, 1915	95,319,907	"
Total decrease in ten months of the year 1915	11,901,882	"

The position of the nine principal consuming countries, above one million per year, at the end of October, 1915, is as follows, viz.:

Decreases

Germany	5,187,946	cigars
Canada	4,578,312	"
Spain	3,558,011	"
France	2,427,926	"
United States	1,907,911	"
Australia	1,821,785	"
Total	19,481,894	"

Increases

Great Britain	5,298,606	cigars
Chile	230,863	"
Argentine Republic	116,126	"
Total	5,645,595	"

Romeo y Julieta is doing a big, substantial business at present, having orders from all markets of the world.

Partagas continues to be well supplied with good orders from everywhere, having been obliged to seat more cigarmakers lately.

H. Upmann is also one of our principal factories which is very busy at present in filling holiday orders.

Por Larranaga has to be mentioned in the front rank of our large factories, having increased the number of its cigarmakers to the full capacity of their two factories, in order to rush off the many pending holiday orders.

Sol and Devesa de Murias also seated more cigarmakers, as the amount of orders on hand is constantly increased through fresh calls from the United States and other countries.

Leaf Tobacco

Our Association of Leaf Dealers, Packers and Growers of Tobacco of the Island of Cuba held its annual meeting towards the end of last month, and after attending to the usual routine business the following officers were re-elected or elected as follows, viz.: Manuel A. Suarez y Cordoves, re-elected as president; Rene Berndes, elected as secretary in place of Angel Gonzales del Valle, resigned. Vice-Presidents elected were: Manuel Muniz and Pablo L. Perez; and the following directors: Ladislao Menendez, Antonio Montero, Ricardo Egusquiza, Jose Diaz Longo, Manuel Lozano and Candido Obeso. Lorenzo Sanchez Alfonso was made an honorary member by unanimous vote in consideration of the many valuable services rendered to the association. As Leslie Pantin had resigned his position as treasurer, the board of directors nominated and appointed Mark A. Pollack treasurer instead.

Miguel Gutierrez, Jr., met with an accident playing football, as by sliding on the ground he struck a big stone, which caused a breakage of the smaller bone in the lower leg, but luckily he is convalescing already.

Ramon Menendez, according to a circular issued by Menendez & Company (Parra), has been granted power of attorney to represent it in all business matters.

The death of Jose Menendez Lopez, one of the partners of Rodriguez, Menendez & Company, was universally deplored here, as he was very much liked and highly esteemed.

Some of the important buyers were, during the past fortnight: Cuban Land and Leaf Tobacco Company, 4357; J. Bernheim & Son, 1125; The Spanish Regie, 2096; Leslie Pantin, 2274; Walter Sutter & Company, 1995; Por Larranaga, 521; Eladio Tejeiro, 535; Jose Lovera Company, 380, and Romeo y Julieta, 200 bales.

Some of the important sellers were: M. Abella & Company, 1600; Manuel A. Suarez & Company, 1332; Rodriguez, Menendez & Company, 920; Menendez & Company, 830; Jose C. Puente & Company, 715; Herrera, Calmet & Company, 617; Camejo & La Paz, 475; Gonzalez & Benitez, 400; Jose F. Rocha, 331, and I. Kaffenburgh & Sons, 200 bales.

Leslie Pantin had a valuable addition to the number of his customers, as F. A. Presnail and M. T. Irving, of the Tuckett Cigar Company, Ltd., of Hamilton, Ontario, Canada, entrusted their large purchases of leaf to his care.

Shippers of leaf tobacco, from the port of Havana, during the last three weeks, above 200 bales, were:

Sobrinos de A. Gonzalez, 3242; Virgilio Suarez, 3224; Cuban Land and Leaf Tobacco Company, 1512; H. Upmann & Company, 1014; Mark A. Pollack, 866; Leslie Pantin, 865; J. Bernheim & Son, 770; Jose Suarez & Company, 578; Menendez & Company, 571; J. F. Berndes & Company, 500; Maximilian Stern, 458; Manuel Suarez, 456; M. A. Gunst & Company, 381; Hijos de Diego Montero, 333; Hinsdale, Smith & Company, 332; Walter Sutter & Company, 328; I. Kaffenburgh & Sons, 253; Rodriguez, Menendez & Company, 246; Bridat & Company, 215; Y. Pendas & Alvarez, 215; Greenhall Brothers, 210; Manuel A. Suarez & Company, 206.

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San Francisco

Country Trade Showing Improvement—"San Francisco Day" Boosts Tobacco Sales—Karl Cuesta Leaves for the East

San Francisco, November 5, 1915.

THE best news in the cigar trade is the improved condition of the country sections of the Pacific coast territory. All the traveling men who have been out during the last two or three weeks report a decided improvement, particularly in California. The Sacramento and San Joaquin valleys, now that the hot season is over and all the population back, are doing their full average in the smoking line; and the dealers in the live towns are buying stocks more freely than for some time. Moreover, they will be in a still better buying mood when the country gets a good wetting. The prolonged dry spell has caused some little uneasiness in the grain-growing counties; but the threatening weather of the last few days has encouraged business men considerably as regards the outlook.

Last Tuesday was the banner day for the cigar and cigarette concessions at the Exposition. With nearly three hundred and fifty thousand people in attendance, "San Francisco Day" was by far the biggest that the Exposition can show; and both M. A. Gunst & Company and H. L. Judell & Company were all but swamped with the largest day's business they have yet recorded. The rush began early in the day and continued without interruption till midnight. The downtown trade did little or nothing on the big Exposition Day, many of them being closed altogether, but the city dealers had a big trade the day before, and have been getting above the average ever since, owing to the presence in the city of unusual numbers of people.

Kurt Hosaeus, the well-known Manila cigar man, who has been a resident of San Francisco for a number of months, representing the La Pruba Cigar Factory, has filed a certificate showing that he is engaged in business here under the name of the La Prueba Cigar Factory of Manila. His headquarters will be at 150 Front Street, the old Edward Wolf Company location.

Karl Cuesta, of Cuesta & Company, who has been in charge of the Cuesta, Rey & Company's exhibit at the Panama-Pacific Exposition since the opening of the Exposition, is now in Los Angeles for a short stay before returning to the East. On his way home he will stop off at Salt Lake City, Denver and Chicago.

The Anti-Cigarette League of America has been holding its sessions this week at the Palace of Education on the Exposition grounds. Several men of national prominence, including Judge Ben Lindsey, of Denver, Col.; Chancellor David Starr Jordan, of Stanford University, and Dr. P. P. Claxton, of Washington, D. C., have been in attendance, but it is not of record that the attendance has been very large.

Several notables in the Eastern cigar world have been present in San Francisco this week, most of them intent on taking another look at the Exposition, which now has a scant month of existence left. Among those present are: Ben Josephs, of New York, manager of the United Cigar Stores Company; Louis C. Isaacson, of Denver, president of the Metropolitan Cigar Company, and Percival Hill, of New York, president of the American Tobacco Company.

The Southern California Cigar Manufacturing Company has been incorporated at Los Angeles.

The cigar and tobacco business of E. W. Carlisle, at Bieber, Cal., was destroyed by fire a few days ago.

George E. Waters, a well-known cigar man, of Salem, Ore., who has been spending the last ten days in San Francisco, visiting the Exposition and looking up old friends, has now returned to his home in Oregon's capital.

D. M. Superstein, factory representative in this territory of the "Lalla Rook" cigar, is now in northern California in the interest of his line. The "Lalla Rook" is distributed in northern and central California by the wholesale grocery house of Tillmann & Bendel.

The cigar store and billiard parlor if F. W. Ellis, at Doty, Wash., was burned a few days ago.

F. D. Boals has bought out the cigar and tobacco business of R. C. Woodside, at Maricopa, Cal.

J. B. McGinn, traveling representative of the George A. Kent Company, came up from the South last week for a "round-up" of the San Francisco trade.

Morgan Gunst, of M. A. Gunst & Company, returned to San Francisco a few days ago, after a stay of several weeks in New York and other points on the Atlantic coast. He reports that things are looking well in the East, and that the general belief is that better things are in store for everybody.

The increased activity in the trade of this section is indicated by the placing of a number of new lines in San Francisco for distribution. The line of Ruy Lopez & Company have been placed with Hermann Kieser for distribution to the trade of San Francisco and vicinity. A. V. Jockel, traveling representative of the line, who has been in San Francisco for the last week or two, completed the arrangements this week. Another line that will be given local distribution is the "Rodena" cigar of Lincoln & Ulmer, of New York. This cigar will be carried in this territory by the Paganini-Bricca Company.

Herman Moss, Pacific Coast representative of the S. R. Moss Cigar Company, is now in Los Angeles and other points in Southern California. He reports that dealers in the South are doing better than earlier in the year.

C. W. McCormick, Western agent for the "Webster" cigar of Y. Pendas & Alveras, is now in the Portland-Seattle territory. He will be away for several weeks.

H. L. Judell, senior member of H. L. Judell & Company, and president of the Tobacco Day celebrations in this city a couple of weeks ago, has been quite seriously ill, but is now reported as recovering rapidly. He is expected back at the store in a few days.

Burrel & Emerson, cigar dealers, of 844 Market Street, have sold out their business to the firm of Downing & Watt.

Allen.

"Mi Favorita" Factory Busy

Mi Favorita Cigar Company, Key West, Fla., announce that they are also experiencing some of the prosperity that seems prevalent at the present time among the cigar manufacturers of the country, they having found it necessary to increase their employees in all departments in order to keep up with the demand for goods.

Joseph Menendez Lopez

Joseph Menendez Lopez, thirty-five years old, died recently, at the home of his uncle, Eugene Lopez, 75 Montclair Avenue, Montclair, N. J., after a long illness. Mr. Lopez was a member of an old family in Asturias, Spain, where he was born. He was a graduate of Stevens Institute, and of the Kyle Institute, New York.

He was a member of the firm of Eugenio Lopez & Company, of New York, and Havana, Cuba, tobacco merchants. Mrs. Calixtra Lopez, his mother, and a sister and a brother, Miss Luciana Lopez and Angelo Lopez, survive him. The mother and sister are at the family home in Spain. The body will be taken to Spain for interment.

NOW AND FOREVER Reynaldo

The Qualities That Make Real Salesmen

It has often been remarked that some men are better salesmen than other men, and the fact cannot be disputed. To some men selling goods "comes natural"—to use an expression, and other men may try selling all their lives without becoming more than ordinary successful salesmen. Personality, it has been stated, constitutes about 92 per cent. of the success of a salesman. Selling must be "in him," and backed by pleasant manners, affable and genial ways, he is sure to prove a success. While every man cannot hope to be a successful salesman, all salesmen by study and effort can increase their value as trade makers, and poor salesmen, especially, should endeavor to increase their effectiveness. So important is the ability to sell goods that a number of schools are run in which the knack and art of salesmanship is taught. And these schools are said to be always crowded with earnest, ambitious students. A practical salesman, who has been very successful for years in a difficult field recently delivered an address on salesmanship, in the course of which he gave out many valuable hints and suggestions, a few of which are given herewith: "Cultivate the ability to remember faces and to call the customer by his right name. Remember his address if you can. These may seem small things, but they are vital; human nature never will be above the implied compliment. Having the goods in which you believe, stand by them. Learn all you can about them—about their manufacture, their quality, fit, lasting nature and pleasing possession. Having this pride in those things which you sell, you can't help showing it both to your employer and customer, in your handling of them, replacing them neatly and keeping things ship shape. Your manner in speaking of them will carry conviction to the extent that you know about them. The main object of becoming a salesman is to look for wider opportunities in business. Your salary may not be large, but you are learning. In the old world the salesman must come with lineage and tried honesty of purpose and serve his long apprenticeship to trade almost without compensation. Your opportunity, to the extent that you grasp it, is worth more than money. Search for ideas and use them; try them out as you find opportunity. Do these things better than you have been expected to do them. Never mind whether you are watched and rewarded on the moment. Your opportunity and your reward will come when you are an employer or a manager of a business with which you are familiar and in which you have a pride and confidence."

Now and Forever
Reynaldo
MILD HAVANA CIGAR

"Made So Well This Generation, It Will Remain the Next Generation's Favorite"

LUCKETT, LUCHS & LIPSCOMB
BULLETIN BUILDING PHILADELPHIA

THE TOBACCO WORLD REGISTRATION BUREAU

The Tobacco World, established in 1881, has maintained a Bureau for the purpose of Registering and Publishing claims of the adoption of Trade-Marks and Brands for Cigars, Cigarettes, Smoking and Chewing Tobacco, and Snuff. All Trade-Marks to be registered and published should be addressed to The Tobacco World Corporation, 236 Chestnut Street, Philadelphia.

One Dollar for each title must accompany all applications. In case title or titles cannot be registered owing to prior registration, same will be returned immediately, less our usual charge for searching and return postage, or it will be credited if desired.

☞ Positively no responsibility assumed for errors, duplications or any controversies which might arise. We will not under any circumstances act in a legal capacity in cases concerning disputed titles. We maintain a bureau of records only.

REGISTRATIONS

AVERLY CLUB HOUSE:—31,198. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. October 26, 1915. L. G. Schnaitman, Chicago, Ill.

CANVA:—31,199. For cigars. October 27, 1915. Joseph Silver, Syracuse, N. Y.

DI NAPOLI CIGAR MFG.:—31,200. For cigars. October 28, 1915. T. G. Gangemi, Philadelphia, Pa.

LA TETRIOLA:—31,201. For cigars, cheroots and stogies. October 28, 1915. Union-American Cigar Co., Pittsburgh, Pa.

SOUTHERN EMPIRE:—31,202. For cigars, cigarettes and tobacco. October 28, 1915. Neumann & Mayer, Philadelphia, Pa.

PLANTERS CLUB:—31,203. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. October 29, 1915. G. Merz & Son, Chicago, Ill.

DANTE ALIGHIERI:—31,204. For cigars. October 30, 1915. Eugene Pepe, New York, N. Y.

LINE O'TYPE:—31,205. For cigars. October 30, 1915. Lee W. Billings, Chicago, Ill.

WOODRUFF INN:—31,206. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. November 1, 1915. Chicago Box Co., Chicago, Ill.

THE SERES CIGARETTE CO.:—31,207. For cigarettes. November 2, 1915. Seres Cigarette Co., Cambridge, Mass.

TULSA CHAMBER OF COMMERCE:—31,208. For cigars. November 4, 1915. Bradford Cigar Co., Tulsa, Okla.

SAMUEL STERNHELL'S, TWO EYES, HAVANA SUBLIMES:—31,209. For cigars. November 5, 1915. Samuel Sternhell, New York, N. Y.

OVSAYOLA:—31,210. For cigars. November 5, 1915. L. Ovsay, Bronx, New York, N. Y.

EGYPTIAN BEST:—31,211. For cigarettes. November 5, 1915. C. E. Borloglou & Co., New York, N. Y.

GOUNARIS LONDRES:—31,212. For cigars. November 8, 1915. American Smokers Cigar Co., Boston, Mass.

PANAMA VIEW:—31,213. For cigars. November 8, 1915. George Economou.

PLUM-ROSE:—31,214. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. November 8, 1915. W. W. Rosebro, Greensboro, N. C.

TRANSFERS

C. R. E.:—31,164. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. ransferred November 4, 1915, to Brock, Rice & Armstrong, Los Angeles, Cal., by La Poppea Cigar Co., Los Angeles, Cal.

Morehouse Takes Partner in New Venture

J. Morehouse, formerly identified with the Oppenheimer Cigar Store, and Marcus Rafelson, connected with the Postal Telegraph Company, both of Detroit, Mich., have opened a cigar store and billiard parlor in that city, at 37-39 West Main Street, which they have named "The Club". Public lockers, the checking of packages free, reading and writing rooms, are some of the accommodations listed under the head of service to be offered to the patrons of this new establishment.

Demand for "In-B-Tween" Keeps Factory Busy

"In-B-Tween" cigars, manufactured by Kraus & Company, Baltimore, Md., seem to make a favorable impression wherever they go. One of the latest reports on this popular brand is that from Daniel Frank & Company, Boston, Mass., local distributors on the brand, who state that they are finding themselves kept pretty busy supplying the demand.

Made-in-Bond Labels Must Give Manufacturer's Name

Cigars manufactured in bonded factories are to carry more data on their labels hereafter, according to a decision issued on Monday last, by the Treasury Department. Instructions on this point were sent to the Collector of Customs at Tampa, Fla., as follows:

"The Department duly received your letter of the 20th ultimo, in regard to the caution notice placed upon boxes containing cigars made in bonded manufacturing warehouses, wherein you suggest that said notice be amended to show the name of the manufacturer, the class of the customs warehouse wherein the cigars were made and the location of the same.

"In Treasury decision 34454 proprietors of bonded manufacturing warehouses, engaged in the making of cigars under the customs laws, were required to affix a label bearing a notice to the effect that the manufacturers of the cigars had complied with all the requirements of the law, and every person was cautioned not to use either the box for cigars again, nor the stamps thereon, nor to remove the contents of the box without destroying said stamp.

"Said decision and the caution notice in question are hereby amended so as to show the name of the manufacturer, the class of the warehouse, and the location, as follows: 'Made at ———, by ——— in customs bonded manufacturing warehouse class six.'

"'Notice.—The manufacturer of the cigars herein contained has complied with all the requirements of law. Every person is cautioned not to use either the box for cigars again, nor the stamps thereon, nor to remove the contents of this box without destroying said stamps, under the penalties provided by law in such cases.'"

Lower Prices at Amsterdam Tobacco Sales

Twelve public sales of tobacco have been held in Amsterdam this year. There were 246,543 packages of Sumatra sold, at an average price of $0.336 per pound, compared with 251,689 packages, at an average price of $0.47 per pound, at the corresponding sales in 1914. At the same sales 14,942 packages of Borneo brought an average price of $0.218 per pound this year, against 14,026 packages at an average of $0.245 in 1914.

The lower prices this year were due to inferior quality, on the whole, but dealers say that American buyers paid about the same prices as last year, because they took the best qualities. It is noteworthy that the prices for the twelve sales this year are much below the average quoted in a report from this consulate covering the first five sales. A prominent dealer explains that every year the tendency is to buy the best qualities at the first sales.

German buyers were formerly an element of strong competition.

BUSINESS OPPORTUNITIES

For Sale, Wanted and Special Notices

RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

Special Notices.

MONROE ADLER,
CIGAR BROKER,
186 N. La Salle St., Chicago, Ill. 6-17-he

LANCASTER STOGIE COMPANY,
MANUFACTURERS OF HIGH GRADE STOGIES,
120 Water St., Lancaster, Pa.

Wanted.

ADLER & MYERSON, INC.,
Buyers of Cuttings, Scraps and Siftings,
332 East Forty-eighth Street, New York City.

Situations Wanted.

POSITION WANTED—Five years' experience as cigar salesman, also long experience in missionary work. Can handle territory alone on good five-cent cigar through jobbers. Must be salary and expenses. If "long shot" or necessary for me to advance expenses, do not answer. Best of references. W. A. Chatterton, care of Eldora Hotel, Wichita Falls, Texas.

Help Wanted.

WANTED—A general superintendent for a large factory. One who thoroughly understands all branches of manufacturing of both hand-made and suction-made cigars. Will only consider applications from one with plenty of previous experience. Position will be open January 1st. Address, Box 1-2-3, Tobacco World.

WANTED—Cigar brokers to sell our short-filler cigars on commission basis. Prefer men who handle only five-cent and ten-cent goods, besides our line. We guarantee duplicates. Correspondence solicited. J. W. Gohn Cigar Co., York, Pa.

EXPERIENCED DECORATOR will arrange for displays in cigar store windows in Philadelphia. Box 888, "Tobacco World."

For Sale.

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 253 E. 78th St., New York. 9-1-tf

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 173 Water Street, New York.

Tobacco Production Company Busy Again

The Tobacco Production Company's mill in Wellsville, Conn., after a dull season, has entered upon a busy spell that looks due to keep the plant going steadily from now on. A new market has recently been found for the binders made at the plant, which promises to absorb all that can be turned out. Mr. Moneleis superintends the processing and the making of the product is in charge of Mr. Hobday.

Find Use for Tobacco Stems

A small army of men has been sent out by the National Salt and Chemical Company, of Wheeling, W. Va., to buy up tobacco stems, which will be the principal fuel used by the company in the manufacture of chemicals in the furnace plant of the Benwood Brewing Company, just leased by the National Company. While the tobacco stems are being used for fuel the smoke will be run through condensers and the residue will form an important ingredient used in the manufacture of chemicals. Among the products will be soft soap and saltpeter. Coal tar will be secured from the plant of the Semet-Solvay Company at the Riverside plant of the National Tube Company. This is the first time that a use has been found for tobacco stems. Local tobacco plants have always had them hauled away and dumped on refuse piles.

Patents of Interest to Tobacconists

Smoking Pipe, No. 1,157,161. William Hill and L. Cardella, Orville, Calif. October 19, 1915.

Smoking Pipe, No. 1,157,771. William H. Fulton, New York, N. Y. October 26, 1915.

Cigarette Box, No. 1,158,132. Nicholas Jacovatos, New York, N. Y. October 26, 1915.

Combined Cigar Clipper and Lighter, No. 1,158,017. Robert E. Zellers, Tenino, Wash. October 26, 1915.

Trade Jottings

"Seminola" cigars were recently featured in a window display by the E. L. Donahue Cigar Company, Indianapolis, Ind.

"Centropolis," manufactured by A. Santaella y Ca., occupies a prominent place among the big sellers of Fred Wells, Chicago, Ill.

"Perla del Mar" in three sizes has been taken on for distribution by the Majestic Cigar Store, Louisville, Ky. Perfecto Garcia & Brothers manufacture the brand.

Despite the fact that its force is working at top-speed, the Mazer Cigar Company, Detroit, Mich., state that they are still unable to keep up with the demand for their goods.

Representing The Tobacco Company of California, a crew of six men recently spent two weeks in Tacoma, Wash., introducing the new package of "La Marquise" cigarettes.

Expecting to occupy his cigar store directly opposite the new Court House and City Hall, Seattle, Wash., shortly after the beginning of the new year, Paul Hyner, retailer of that city, is looking forward to a large increase in his business as the result of the excellence of his location.

Fred Morrisse, who looks after the cigar interests in outlying sections for the Tacoma Grocery Company, Tacoma, Wash., distributors of the "Rocky Ford" cigar, manufactured by the Union-American Cigar Company, of Pittsburgh, Pa., has recently been having the assistance of J. S. King, the Coast representative of the Union-American Company in the boosting of "Rocky Ford" sales.

NEWMANN & GACH - Fancy Connecticut Wrappers and Havana our Specialty - Chicago

Tobacco Crop Larger With Increased Acreage

The tobacco crop of the United States which has just been harvested is, according to statistics compiled by the "Cincinnati Enquirer," somewhat larger than that grown in 1914. There was perhaps less shrinkage in the apparent yield during the summer months than is usual in a crop of similar size. General reports indicate a fair average quality of leaf, but one light and silky in appearance and in some instances unusually thin in texture. But for this fact the 1915 crop would undoubtedly have exceeded the previous high production record.

The total tobacco yield of the United States is 999,109,250 pounds, grown on an area of 1,051,620 acres. Last year the total production was 882,854,250 pounds, grown on an area of 912,015 acres. Thus an increase of 116,165,000 pounds, or slightly more than 13 per cent. is indicated in this year's yield. The 1915 area harvested shows an increase of 108,975 acres, or about 10 per cent. as compared with that of 1914. The official Government estimate of the tobacco crop for the past four years was as follows: 1911, 1,034,679 pounds; 1913, 953,734,000 pounds; 1912, 962,855,000 pounds; 1911, 905,109,000 pounds.

In Kentucky, the world's largest producer of tobacco, the harvested area in 1915 is approximately 307,115 acres, as against 283,140 acres last year, making an increase of 24,035 acres, or almost 9 per cent. The total yield in the State, including both burley and dark types of tobacco, will be about 280,093,000 pounds, or 59,200 pounds less than was recorded in 1914.

Tobacco Products Corporation Earnings Increase

Tobacco Products Corporation net earnings in October show an increase of 80 per cent. over the same month in 1914. One brand of cigarettes shows an increase of 62,000,000, while another has increased to 28,000,000.

The World's Standard Cigar

FLOR DE TABACOS DE PARTAGAS Y Cª HABANA

The Real Independent Factory in Havana

Cifuentes, Fernandez y Ca.

Calle De La Industria, 172-174

HABANA, CUBA

General Agent for United States and Canada

ROBERT E. LANE

115 BROADWAY, NEW YORK

JOHN F. HEILAND & CO.

Lancaster County Fancy B's

LANCASTER, PENNA.

J. K. LEAMAN

Packer of and Dealer in **Leaf Tobacco**

Office and Salesroom

110-112 W. Walnut St., LANCASTER, PA.

Warehouse: Bird-In-Hand, Lancaster Co., Pa.

John F. Nissly & Co

Packers and Dealers in

LEAF TOBACCO

And Importers of HAVANA

No. 143 Market Street, Lancaster, Pa.

Established 1890 Correspondence Solicited

KEYSTONE VARIETY WORKS

HANOVER, PENNA.

Cigar Ribbons, Silk Imitation and Muslinola Ribbon Printed or Stamped in Gold or Silver

Labels. Stock Cards. Give Us a Trial. We Want Your Opinion

THE YORK TOBACCO CO.

Packers and Jobbers in All Grades of **LEAF TOBACCO**

Office and Warehouse, 18 East Clark Avenue, YORK, PA.

MANUFACTURERS OF CIGAR SCRAP TOBACCO

For Genuine Sawed CIGAR BOXES, Go to Established 1900

Keystone Cigar Box Co., Sellersville, Pa.

Our Capacity for Manufacturing Cigar Boxes is Always Room for One More Good Customer

MONROE D. SELLERS, SELLERSVILLE, PA.

The Standards of America:

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs

MANUFACTURED BY

GEORGE W. HELME CO., 111 Fifth Ave., New York

EL GENIO

Clear Havana Cigars

Made in Tampa, Fla.

P. Verplanck & Co.
263 Fourth Ave. New York

COPENHAGEN

Chewing Snuff

We guarantee Copenhagen Snuff is now and always has been absolutely pure.

It is made of the best, old, rich leaf tobacco. The Snuff Process retains the good of the tobacco and expels the bitter and acid of natural leaf tobacco, making Copenhagen the **World's Best Tobacco for Both Chewing and Snuffing.**

Whenever a dealer has any difficulty in obtaining his supply of Copenhagen Chewing Snuff satisfactorily, we will help him if he will write us.

WEYMAN-BRUTON COMPANY

50 Union Square North New York, N. Y.

CHANCELLOR

The Acknowledged Leader Among Mild Sumatra Wrapped Havana Cigars

JOSE F. ROCHA Cable: "DONALLES"

Havana Leaf Tobacco

Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba

SAN MIGUEL 100 HABANA, CUBA

M. A. SUAREZ & CO.
(S. en C.,

Growers, Packers and Dealers in **Leaf Tobacco**

Figuras 39-41, Cable "CUETARA" Havana, Cuba

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO

306 NO. THIRD STREET, PHILADELPHIA

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

HIPPLE BROS. & CO.
Importers of Havana and Sumatra and
Packers of Seed Leaf Tobacco
Finest Retail Department in Pennsylvania
151 North 3d St., Philadelphia

For Quick Results
try The World's "Want Page"

A. Cohn & Company
Importers of Havana and Sumatra, Packers of Seed Leaf Tobacco and Growers of Georgia Sumatra
142 Water Street, . . . New York

Established 1870 Factory No. 79

S. R. KOCHER
Manufacturer of Fine Havana and Domestic Cigars and packer of Leaf Tobacco
Leading brands—"Volitta," "Quaker," Nabobs," "1-4-5," "Havana Cream," "Imperial Beauty," "Little Yara"
Correspondence with wholesale and jobbing trade invited
Factory and Offices: WRIGHTSVILLE, PA.

MANUEL MUNIZ HILARIO MUNIZ
VENANCIO DIAZ, Special Partner

MUNIZ HERMANOS
S en C
Growers and Dealers of
VUELTA ABAJO, PARTIDO
AND REMEDIOS TOBACCO
Reina 20, Havana

CABLE: "Angel" Havana P. O. Box 98

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

E. A. KRAUSSMAN Importer of
HAVANA TOBACCO
168 Water Street . . . . . New York

SCHELTEMA & QUANJER
Importers of Sumatra and Java Tobacco
180 WATER ST., NEW YORK, N. Y.

JULIUS MARQUSEE, 141 Water Street, New York
Packer and Dealer in All Grades of Seed Leaf Tobacco
TELEPHONE 3966 JOHN

Results THE TEST OF A GOOD TRADE PAPER
THE TOBACCO WORLD GETS RESULTS

CARDENAS y CIA Cable Address, "Nasdecar"
Almacen de Tabaco en Rama
SPECIALTY—VUELTA ABAJO AND ARTEMISA
124 AMISTAD ST. HABANA, CUBA

HEINRICH NEUBERGER
Leaf Tobacco Merchant
HAVANA, CUBA—Consulado 115
NEW YORK, No. 130 Water Street BREMEN, GERMANY

CigarRibbons Largest assortment of Plain and Fancy Ribbons
Write for Sample Card and Price List to Department W
WM. WICKE RIBBON COMPANY
Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain
WOODHAVEN AVENUE, GLENDALE, NEW YORK

GEO. SCHLEGEL
22nd St. and Second Ave.,
NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET,
LOUIS G. CAVA, Mgr.

SOBRINOS de A. GONZÁLEZ
Founded 1868
LEAF TOBACCO MERCHANTS
Packers of VUELTA ABAJO, SEMI VUELTA,
PARTIDO, and all varieties of Tobacco grown
in the Santa Clara Province
Cable Address "ANTERO"
WAREHOUSES and OFFICES
INDUSTRIA, 152, 154, 156, 158, HAVANA, CUBA

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

ERNEST ELLINGER & CO. Packers and Importers
OF HAVANA TOBACCO
Havana Warehouse, Salud 15. New York Office, 133-137 Front St.

Joseph Mendelsohn Louis A. Borneman
MENDELSOHN, BORNEMAN & CO.
HAVANA TOBACCO IMPORTERS
HABANA, AMISTAD 95 196 WATER STREET, NEW YORK

Manuel Alvarez & Co.
Importers and Packers of Havana Leaf
And Packers of Puerto Rican Tobacco
Havana Office: SAN MIGUEL 136 Puerto Rico Warehouses: CAYEY New York Office 178 WATER STREET

E. L. NISSLY & SONS
GROWERS AND PACKERS OF
CHOICE CIGAR LEAF TOBACCO
Packing Houses: Lancaster, Florin. Main Office: Florin, Pa.
Critical Buyers always find it a pleasure to look over our samples
Samples cheerfully submitted upon request.

MILTON H. RANCK
Packer and Dealer in
Domestic Leaf Tobacco
Office: Cor. Duke and Chestnut Streets
LANCASTER, PENNA.
Packing Houses: Strasburg and Lancaster

Michaelsen & Prasse
Commission Merchants
Leaf Tobacco & Cigars
18 Obrapia Street, Havana, Cuba
Address: Cable "UNICUM" P. O. Box 28

MAXIMILIAN STERN
Havana Tobacco
Clavel No. 1, Havana, Cuba 165 Front Street, New York

ESTABLISHED 1877 NEW FACTORY 1904
H. W. HEFFENER & SON
Steam Cigar Box Manufacturers
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Patented Wire Bound Shipping Cases
HOWARD & BOUNDARY AVE. YORK, PA.

HEYWOOD, STRASSER & VOIGT LITHO. CO.

26TH STREET & 9TH AVENUE, NEW YORK

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CIGAR BOX LABELS
BANDS AND TRIMMINGS

WESTERN OFFICE.
167 W. WASHINGTON ST. CHICAGO, ILL.

PHILADELPHIA OFFICE.
420 DREXEL BUILDING.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Established 1834
WM. F. COMLY & SON Auctioneers and Commission Merchants
27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

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BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

Havana Warehouse Monte 167 — Telephone John 1942
M. LOPEZ & CO.
Formerly of
CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJO TOBACCOS
90 Wall St., New York

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37TH ST. BROOKLYN, N.Y.
CIGAR LABELS & BANDS
BRANCH OFFICE
170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR LABELS OF HIGHEST QUALITY
CIGAR BANDS
SHOW CARDS
FOLDING BOXES, ETC.
WM. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS
FOR THE
CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST
EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY

These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in THE TOBACCO WORLD. :-: No bogus Advertising admitted.

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26TH STREET & 9TH AVENUE, NEW YORK

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CIGAR BOX LABELS
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INTENTIONAL SECOND EXPOSURE

THE LUXURY CIGAR
FOR HOLIDAY BOX TRADE

WHITE HEATHER

SPECIAL IMPORTED SHAPES

Coronas-Bouquets-Deliciosas-Perfectos-Blunts
Guaranteed all Vuelta Abajo of supreme richness and aroma. Each box in sealed wax paper wrapper.
A Beautiful Package. A Perfect Smoke.

Tampa **Cuesta, Rey & Co.** Havana

The Original and Genuine
Central Union
Smoking Tobacco
in a New Cut
Packed in a Pocket-proof Package
1½ ounces—5 cents
United States Tobacco Co.
RICHMOND, VA.

BACHIAS
Havana Cigars
For Men of Means
Renowned for Uniformity
IDENTIFIED BY THE GREEN AND GOLD BAND
R. A. BACHIA & CO.
47 West Sixteenth St. New York

BOLD ONLY

No Bold? Nothing else thank you.
Sell Bold and avoid this reception.
For the smoker that Knows always insists on Bold.
Everywhere from California to Maine, from Michigan to Florida, The smokers Know.

BOLD

They Know the cigar that's

"Above All"

A Bold spent nickel, is a well spent nickel.

Bobrow Bros.
PHILADELPHIA

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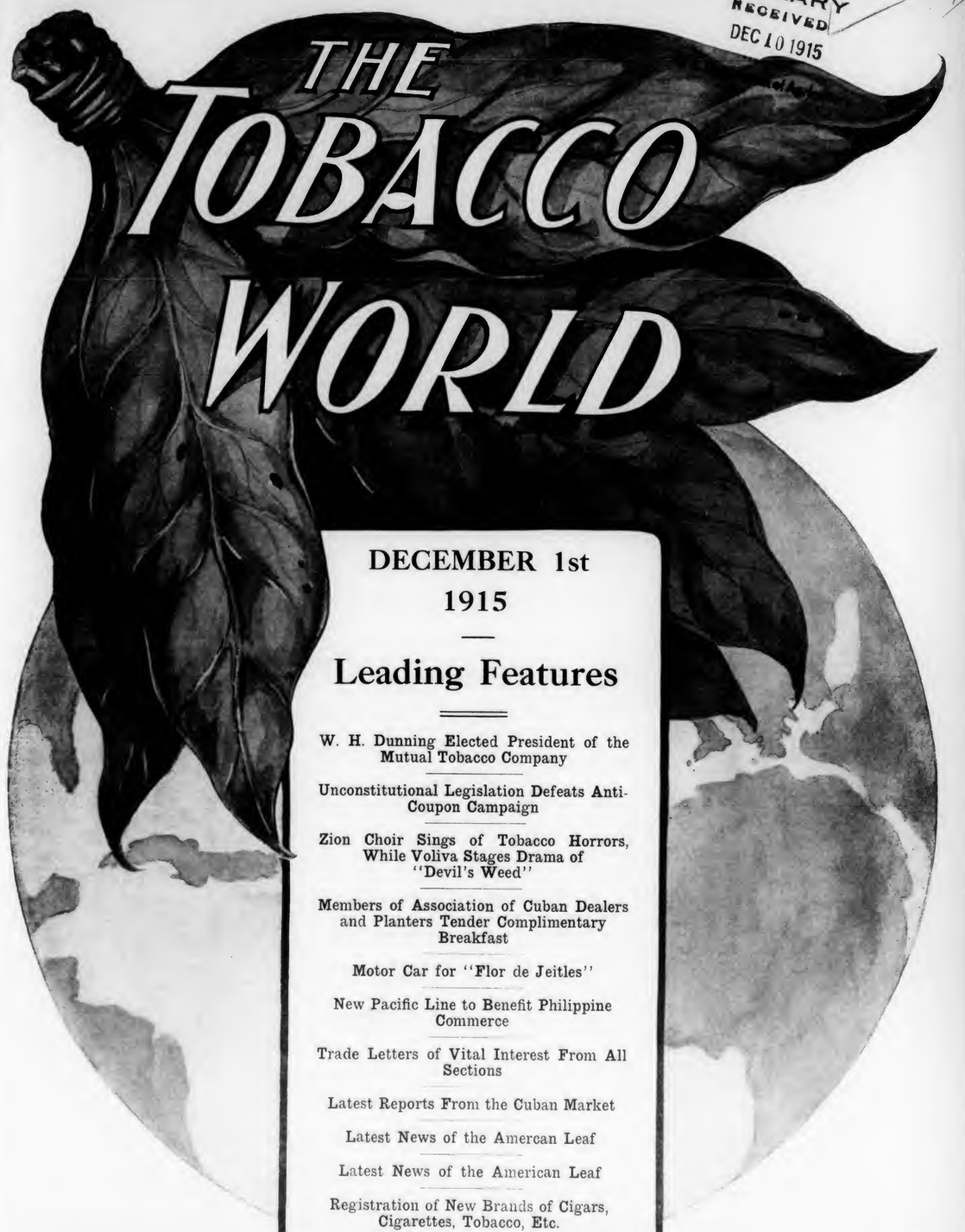


THE TOBACCO WORLD

DECEMBER 1st
1915

Leading Features

W. H. Dunning Elected President of the Mutual Tobacco Company

Unconstitutional Legislation Defeats Anti-Coupon Campaign

Zion Choir Sings of Tobacco Horrors, While Voliva Stages Drama of "Devil's Weed"

Members of Association of Cuban Dealers and Planters Tender Complimentary Breakfast

Motor Car for "Flor de Jeitles"

New Pacific Line to Benefit Philippine Commerce

Trade Letters of Vital Interest From All Sections

Latest Reports From the Cuban Market

Latest News of the Amercan Leaf

Latest News of the American Leaf

Registration of New Brands of Cigars, Cigarettes, Tobacco, Etc.

ESTABLISHED 1881 Vol. XXXV No. 23

PUBLICATION OFFICES: 236 Chestnut Street, Philadelphia

F. C LOZANO J. M. LOZANO

TRADE MARK
Reg. U. S. Patent Office

F. LOZANO, SON & CO.

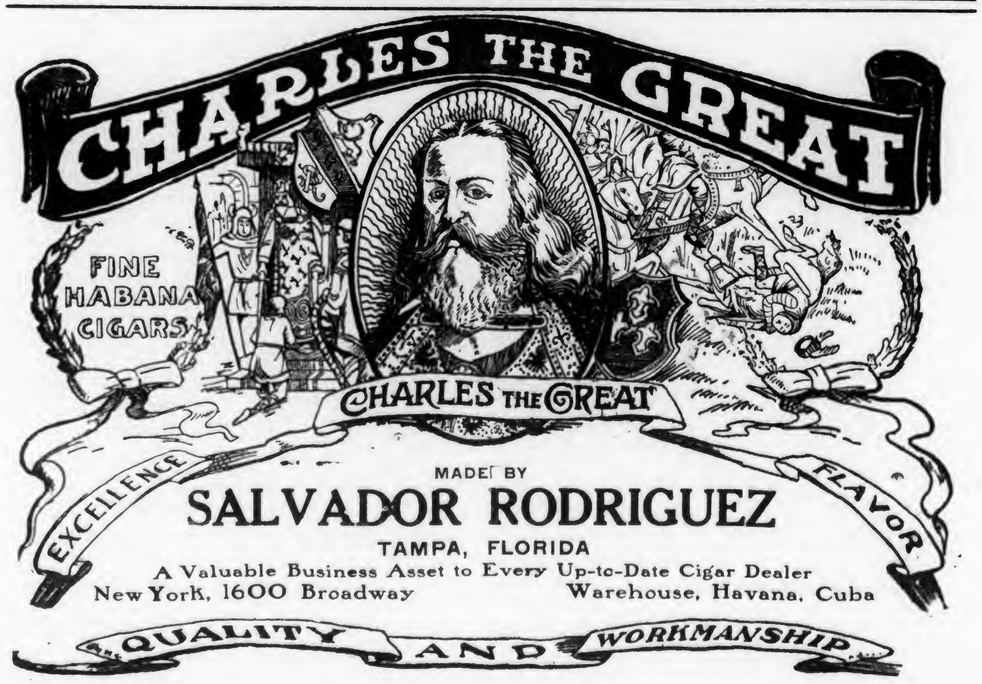
U. S. BONDED CIGAR MANUFACTURERS

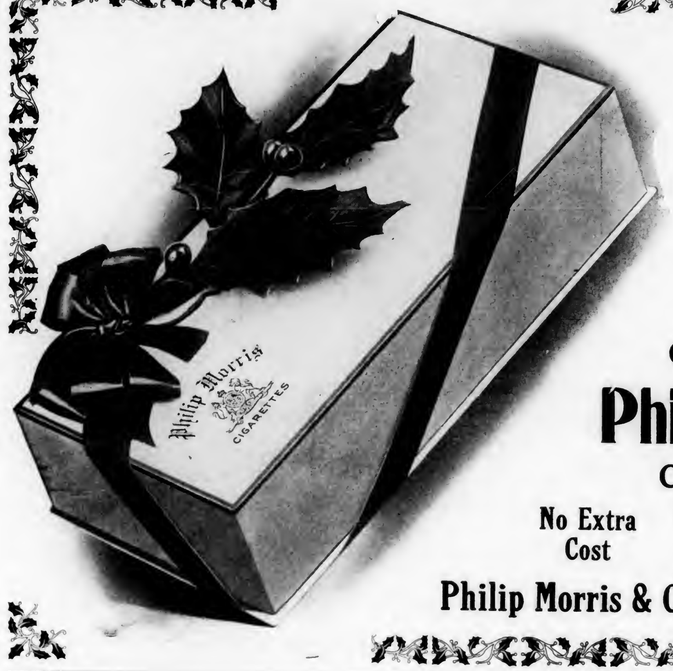
Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue





DO NOT FAIL TO STOCK THIS

Holiday Package

OF

ONE HUNDRED

Philip Morris

CIGARETTES

No Extra Cost

If unable to obtain prompt delivery from your Jobber, communicate with us

Philip Morris & Co., Ltd. 72 Fifth Ave. New York

TWO NEW SIZES

SINTOMA

10c CIGAR

Blunt and Club, in the popular 10-top $\frac{1}{20}$-packing. Same real Portuondo quality at the right price. . . . . .

Juan F. Portuondo

Cigar Mfg. Co., Philadelphia

If you are a Wise Jobber

You will buy your stogies direct from the factory. Otherwise you pay the agent's or broker's commission. We do not employ brokers or agents.

YOU CAN GET EXCLUSIVE CONTROL

of one of our stogie brands because we sell only one jobber in a territory. Our goods are selling on their merits and are bringing duplicate business.
Try OUR Stogie Brands.

"Columbus 1492" Retail 3 for 5c.
"Columbus Dutch Tops" Retail 2 for 5c.

Write for terrritory to

COMMERCIAL CIGAR COMPANY, Newark, Ohio

For Gentlemen of Good Taste

San Felice

CIGARS

The Deisel-Wemmer Company

LIMA, O.

F. C LOZANO J. M. LOZANO

TRADE MARK
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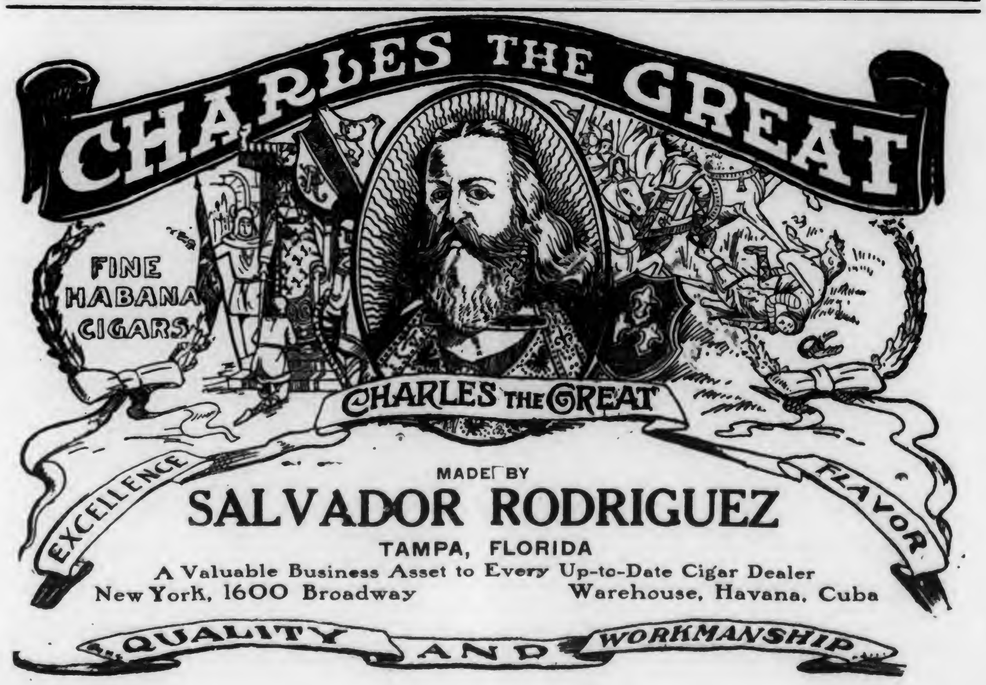

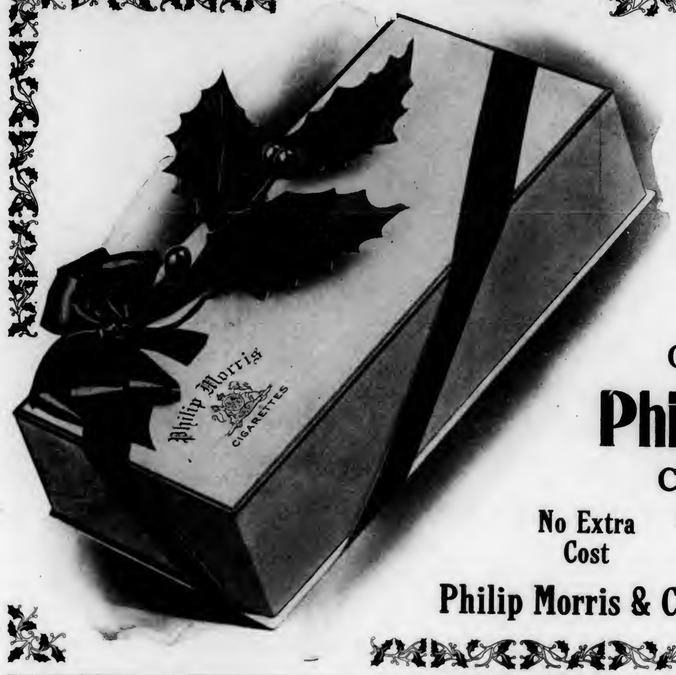

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COMMERCIAL CIGAR COMPANY, Newark, Ohio

For Gentlemen of Good Taste

San Felice

CIGARS

The Deisel-Wemmer Company

LIMA, O.

INTENTIONAL SECOND EXPOSURE

You can't make a man out of a boy by puttin' him on stilts. An' no process will ever make tobacco mature. You got to let Nature do it her own way.

Velvet Joe

HOW do you suppose the "bite" gets into a tobacco leaf? *Nature,* of course.

How do you suppose the bite can be taken out? *Nature,* of course.

Nature's way—slow, careful ageing—is the way. That's why VELVET ages for not less than two years. Huge wooden casks protect the leaf. *Out* comes the natural harshness, commonly called "bite." *In* stays the natural flavor and aroma.

And VELVET *starts right* by being the pick of the Burley crop—considered unequaled tobacco for the pipe.

What are *you* smoking?

Liggett & Myers Tobacco Co.

10c Tins
5c Metal-lined Bags
One Pound Glass Humidors

One of the VELVET advertisements in national magazines that is making smokers buy VELVET in preference to any other brand.

OJOS DE ESPAÑA

Clear Havana Cigars

Lopez Hermanos
Makers

New York Office: 250 Fourth Ave.

Factory: Tampa, Fla.

SOL HABANA

Behrens & Co.

Havana, Cuba
Consulado 91-93

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always a little better than Havana's Best

LA DEVESA DE MURIAS HABANA

The Exceptional Cigar

BUSTILLO BROS. & DIAZ, Inc.

GENERAL OFFICES
267 Fourth Avenue **New York City**

HONESTLY ADVERTISED **NOT MISLEADING**

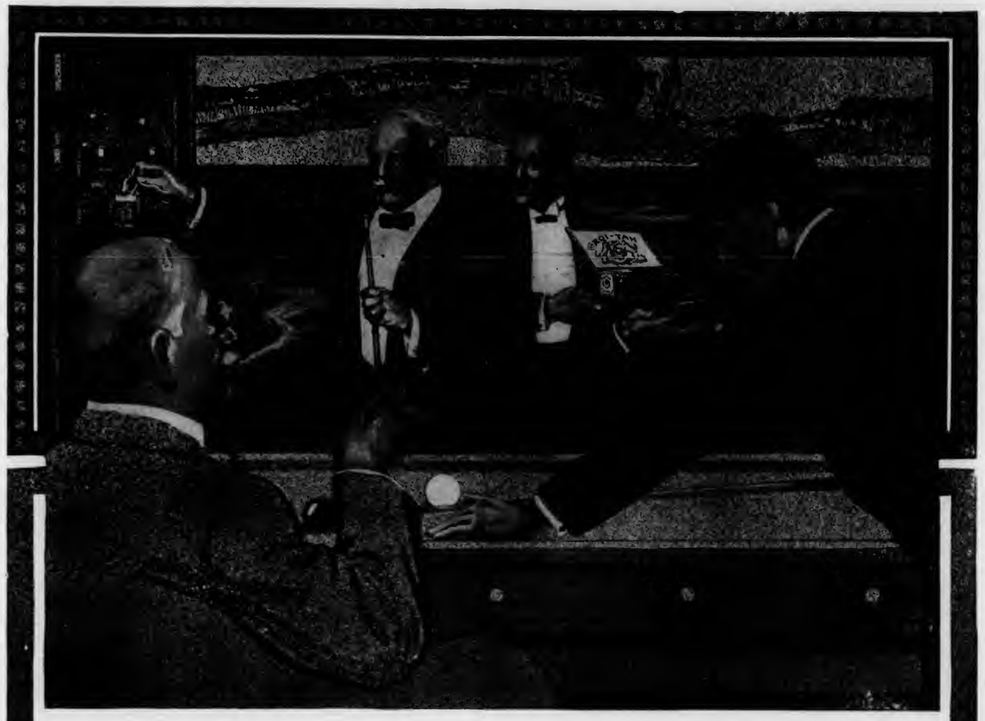
LA SARAMITA

Broadleaf Wrapped Havana Cigars

Real Havana Tobacco Skillfully Blended

Pre-eminent by Comparison

THE SHIELDS-WERTHEIM COMPANY, Cleveland



Just as you judge a man by those with whom you see him, so—you know a cigar by the men who smoke it. In every place where gentlemen foregather, there are lovers of

EL ROI-TAN

Life is full of good things. Culture is the ability to perceive and appreciate the good. Men of discernment smoke EL ROI-TAN, because it is a cigar that furnishes comfort with refinement, and pleasure without repentance.

Mr. Cigar Dealer, why not let every customer—present and prospective—**know** that you sell Roi-Tan? Why not **feature** something that is so greatly in demand? Put a full row of Roi-Tans in your case—then keep track of your sales.

FLOR DE MELBA

THE HIGH NOTE OF QUALITY

THE cigar that is giving dealers big business everywhere.

In quality of tobacco and workmanship FLOR DE MELBAS are equal to the finest imported cigars.

A full line of MELBAS in your store is a credit to your business judgment

All sizes 3 for a quarter to 25c. straight

Place them in stock at once and watch them repeat. If your jobber cannot supply you write to us.

I. LEWIS CIGAR MFG. CO.

NEWARK, N. J.

The Largest Independent Cigar Factory in the world.

MELBA BANDS ARE REDEEMED AS TWO PROFIT SHARING VOUCHERS

LIPSCHUTZ'S 44 CIGARS

"44" Cigar Co. Philadelphia

E. H. GATO CIGAR COMPANY

FOR FORTY YEARS THE STANDARD

By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla.

New York Office; 203 W. Broadway

T. J. DUNN & CO.

Makers of

The New Bachelor Cigar

401-405 E. 91st Street, New York

G. S. Nicholas & Co.

41 and 43 Beaver Street, New York

DIRECT IMPORTERS of the highest grades of Cigars manufactured by the

Independent Factories of Havana

all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

Price List Mailed Upon Request.

BAYUK BROTHERS

FIVE CENT CIGAR

PHILADELPHIA

DIAMOND JOE CIGAR FACTORY
ESTABLISHED 1850

Charles Denby

BEST THAT SKILL, ENERGY AND MONEY CAN PRODUCE

H. FENDRICH, Maker, EVANSVILLE, IND.

5c CIGAR

CHRISTMAS

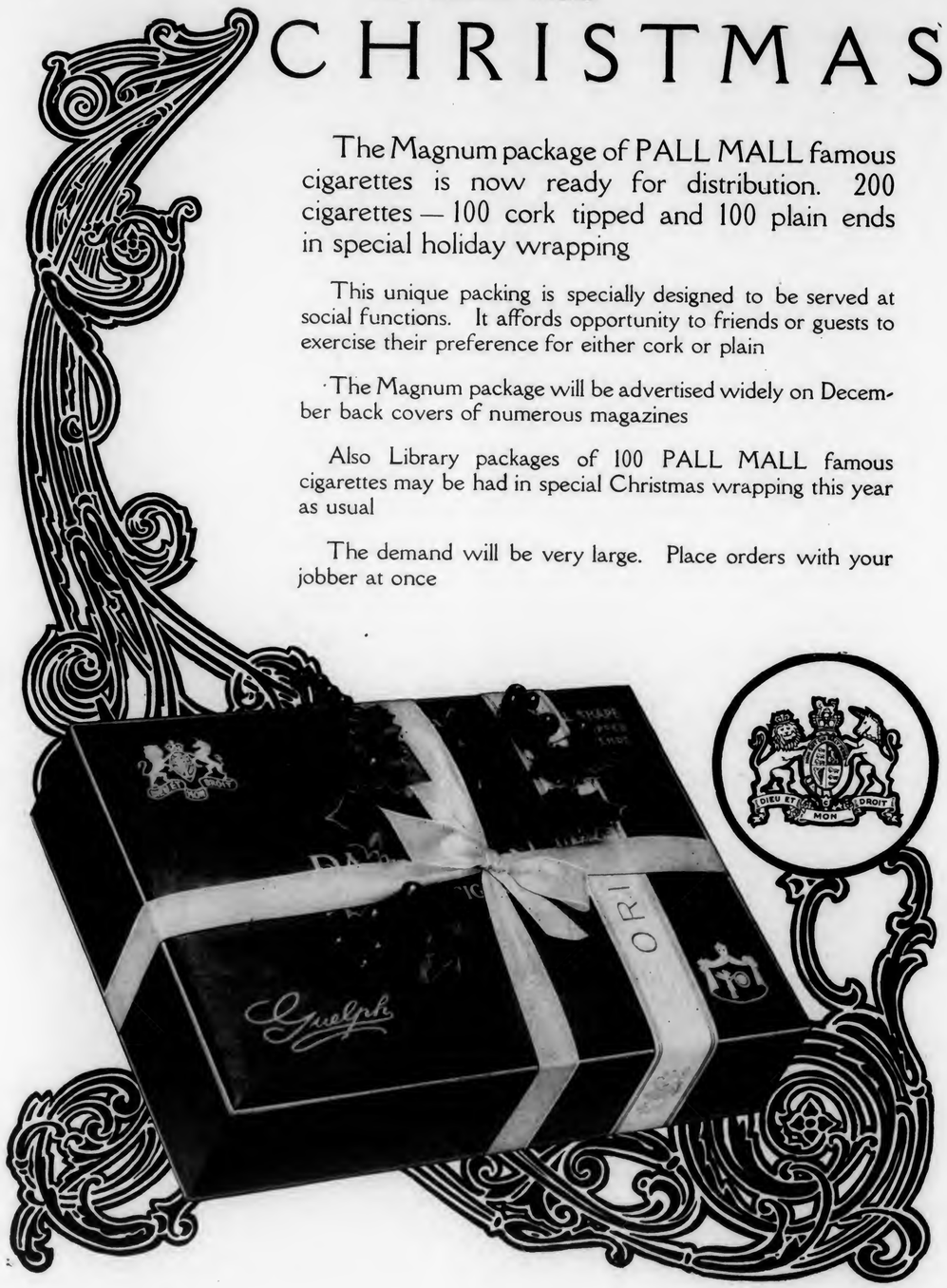
The Magnum package of PALL MALL famous cigarettes is now ready for distribution. 200 cigarettes — 100 cork tipped and 100 plain ends in special holiday wrapping

This unique packing is specially designed to be served at social functions. It affords opportunity to friends or guests to exercise their preference for either cork or plain

The Magnum package will be advertised widely on December back covers of numerous magazines

Also Library packages of 100 PALL MALL famous cigarettes may be had in special Christmas wrapping this year as usual

The demand will be very large. Place orders with your jobber at once



Made at our Newark, N. J., Factories
ROCKY FORD
HAND MADE - NICKEL CIGAR
We also manufacture at our several Pittsburgh factories, a very attractive and extensive line of cigars and stogies to retail at 2 for 5 cents, and 3 for 5 cents. Our leaders
"FAMOUS" and "FLAG HEADS"
Write for full information
UNION AMERICAN CIGAR CO.
General Offices. PITTSBURGH, PA.

THE
Key West Cigar Factory
Factory No. 413, KEY WEST, FLA.
Office and Salesroom:
43 to 47 W. 33d St., New York

"LA MEGA" *MADE IN BOND*
HAVANA CIGARS OF THE HIGHEST QUALITY AND BEST WORKMANSHIP
V. Guerra, Diaz & Co., Tampa, Fla.

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
GENERAL OFFICE 222 PEARL STREET NEW YORK
FACTORY TAMPA FLORIDA
WAREHOUSE LEALTAD 129 HAVANA

Graham Courtney
"MILD HAVANA BLEND"
They Lead the Leaders
26 SIZES
Acker, Merrall & Condit Company
135 West 42nd Street, New York

COPENHAGEN
Chewing Snuff

We guarantee Copenhagen Snuff is now and always has been absolutely pure.
It is made of the best, old, rich leaf tobacco. The Snuff Process retains the good of the tobacco and expels the bitter and acid of natural leaf tobacco, making Copenhagen the **World's Best Tobacco for Both Chewing and Snuffing.**
Whenever a dealer has any difficulty in obtaining his supply of Copenhagen Chewing Snuff satisfactorily, we will help him if he will write us.
WEYMAN-BRUTON COMPANY
50 Union Square North New York, N. Y.

HAVANA CIGARS
ROMEO Y JULIETA
The Leader in all the World's Markets
U. S. Representative: Wm. T. Taylor, 93 Broad St., N. Y. City.

A Favorite with the BEST Cigar Stores Restaurants Hotels and Clubs
Manufacturers
PEDRO CASTRO & CO., Tampa, Fla.
New York Distributers
LOUIS G. SMITH & CO., 52 Beaver Street

Why Is It Necessary To Advertise the Imported Sumatra?

The REASON:

American Sumatra Tobacco

Grown by

AMERICAN SUMATRA TOBACCO CO.,

142 Water Street, New York

Business is booming!

Merchants everywhere tell our 800 salesmen that business is booming.

We have had two record crops, at big prices, with big demand at home and abroad.

We have a record mineral production.

Stocks of manufactured material are short, and labor is in great demand at high wages.

Exports largely exceed imports.

Foreign competition is less than ever.

U. S. securities are coming home.

Factories are busy, many working overtime.

More freight cars are needed, and steamers are taxed to capacity.

We have the best money in the world, more of it than ever before, with easy credits.

Hundreds of millions loaned to other nations and record-breaking importation of gold.

Such a combination of favorable circumstances never has occurred before, and probably will never occur again.

Billions of dollars are passing over the merchants' counters. The people who spend this money want the best service.

They demand it in all kinds of stores, from the smallest to the largest.

They get it in stores which use our up-to-date Cash Registers, which quicken service, stop mistakes, and increase profits.

Over a million merchants have proved our Cash Registers to be a business necessity.

Dayton, Ohio. [Signed] John H. Patterson

Write for booklet to The National Cash Register Company, Dayton, Ohio. Agents in every city

Europe Teaches You The Lesson of PREPAREDNESS

—in peace or war. All business is a battle, and the man who wins is the man who is *prepared.*

If you want to come out on top in the big Christmas campaign, you've got to have the *best ammunition* and *plenty of it*—and that means a *big* supply of *Tuxedo* tobacco.

The 90c Christmas Jar of Tuxedo is the 42-Centimetre Gun of Smoking Tobaccos!

It carries by storm all the trenches that separate you from a customer and captures an army of Christmas buyers.

It appeals to the eye—the first line of trenches. The handsomest container ever designed for tobacco—decorated with holly, ribbon and Christmas card, in a beautifully colored carton, ready for sending by mail or messenger.

It appeals to the pocket-book—the second line of trenches, where many gifts fall down. For 90 cents, a present that is sure of a heartier welcome and greater appreciation than many gifts that cost ten times as much.

It appeals to common sense—the third and last line of trenches. The most suitable and seasonable of all Christmas presents for a *man.* A gift that embodies the very spirit of Christmas, Cheerfulness and Good Will to Men.

Last Christmas, more Jars of Tuxedo were given to men throughout the United States than any other single trade-marked article!

For the coming Christmas campaign, this big "42-centimetre" Tuxedo Jar has been backed up with heavy reinforcements—page ads in the Saturday Evening Post, Collier's, and a big list of monthly magazines (many of these ads in colors): also large ads in newspapers all over the country.

Last Christmas the demand for Tuxedo humidor jars was so great that the supply of many dealers was exhausted, and thousands of people were disappointed. **The safe plan is to place your order with your jobber** *now.*

The American Tobacco Co.

A STEADILY INCREASING DEMAND FOR

"MAGALLANES"

Tells the story of this QUALITY Manila brand from La Flor de Intal factory.

Government supervision and inspection, fine tobaccos and skilled workmanship make "MAGALLANES" the leading Manila cigar of QUALITY.

Exclusive territory may be had by jobbers on certain other La Flor de Intal brands. Delay means lost trade and lost profits. If you want to build your business, send a post card to

SIDNEY J. FREEMAN, 123 LIBERTY STREET NEW YORK CITY

UNITED STATES REPRESENTATIVE of La Flor de Intal Factory, Kuenzle & Streiff, Inc.

Over 1000 Dealers in New York During 1914 Stocked

MI FAVORITA

CLEAR HAVANA CIGARS

The flower of perfect tobacco manufactured in bond has maintained "Mi Favorita" Clear Havana Cigars at the forefront of all brands. Quantity shipments from factory.

MI FAVORITA CIGAR CO., Inc.

Key West, Fla. 529 West 42nd Street, New York

"The Park & Tilford Standard"

Flor de Jeitles

CLEAR HAVANA CIGAR

5¢

JEITLES & BLUMENTHAL, Ltd.

PHILADELPHIA.

ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER

CLEAR HAVANA

CIGARS

Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.

NEW YORK CITY

M. MELACHRINO & CO., Inc.

EGYPTIAN CIGARETTES

You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

GRAND DEPOTS OF M. Melachrino & Co., Inc. {London, 8 Regent St., S. W. {Capetown, South Africa Calcutta, 10 Government Place Alexandria, Rue Cherif Pacha CAIRO, Head Office and Factory Hamburg, 18-20 Grosse Backerstrasse

AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD PRICE LIST UPON APPLICATION

214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXV. PHILADELPHIA AND NEW YORK, DECEMBER 1, 1915. No. 23.

UNCONSTITUTIONAL LEGISLATION DEFEATS ANTI-COUPON CAMPAIGN

Counsel for National Premium Association Says Courts Failed to Support Laws—Movement Favoring Coupons Said to Be Gaining in Strength—Association Now Has Two Hundred Members

THE legal development of the anti-coupon campaign as outlined by E. F. Spitz, counsel for the National Premium Advertising Association, Inc., seems to have resulted in failure. At least that is what he told the members who assembled at the Hotel Astor at the second annual meeting. Mr. Spitz pointed out that while bills had been introduced in sixteen states the only legislature which really did anything was Oregon. Mr. Spitz contended that many of the bills were introduced by men who sought to curry favor with certain interests.

"In three States—Indiana, Utah and Alabama—onerous occupational taxes were imposed on service companies exclusively engaged in the business of supplying and redeeming trading stamps," Mr. Spitz stated.

"Both the Indiana and Utah acts were declared unconstitutional," Mr. Spitz said, "while the Alabama annual tax of $1000 on service companies does not take effect until 1916."

"The exception was Oregon," said Mr. Spitz, "where a bill was rushed through without any adequate notice or consideration. It imposed a tax of five per cent. on the entire gross receipts within the State of all using premium advertising. A merchant whose gross receipts were a million dollars would have to pay a tax of fifty thousand dollars, even though his total sales of premium carrying products might not aggregate a hundredth part of that sum.

"This tax came before three Federal judges in Oregon for review. They unhesitatingly declared it to be a clear invasion of the constitutional right of the citizen to engage in a lawful business in a lawful manner, so long as he does not trespass upon the rights of his fellow-men; and granted an injunction perpetually enjoining its enforcement.

"A decision of far-reaching importance was recently secured in West Virginia by Sperry & Hutchinson Company," said Mr. Spitz. "It sold and delivered its stamps to merchants there exclusively by mail from a point without the State. The highest State court held this to be purely interstate commerce, and that the company accordingly could not be required to pay a State tax. In view of the fact that virtually all of the issuing and redeeming of premium inserts, wrappers and labels is or readily can be carried on exclusively through interstate channels, the importance of this decision is manifest.

"The highest courts of more than half the States, including virtually all of the more important ones, have decided that anti-premium legislation is violative of State as well as Federal constitutions; and the decisions of the State courts as to their own constitutions are final.

"No one, today, would deny the right of the individual merchant to give away cash register slips, or other tokens. Scarcely a storekeeper but at some time or other during the year employs this valuable trade-getting device.

"Because premium advertising contains these elements

(Continued on Page 22)

W. H. DUNNING ELECTED PRESIDENT OF THE MUTUAL TOBACCO COMPANY

Organization Perfected at Recent Meeting—Some of Oldest Concerns in Country Enter Combine—James C. Tansy Becomes First Vice-President

THE Mutual Tobacco Company, a corporation organized under the laws of Delaware, held a meeting recently and perfected its organization. This company which has a stock capitalization of $20,000,000 proposes to enter into every branch of the tobacco trade from the growing of the leaf to the manufactured product.

A number of firms which will be absorbed by the new company have requested that their names not be made public at this time but it is officially announced that among the firms which will make up the corporation are G. B. Miller & Company, of New York, organized in 1776, Hoffman & Company, of Red Hook, N. Y., established in 1800, Allen & Dunning Company, of Paterson, N. J., formed in 1836; Campbell Tobacco Company, of Newark, N. J., organized in 1806; and Lane & Lockwood, of Caldwell, N. J. In addition to this list there will be several Connecticut and Pennsylvania firms.

It is the purpose of the company to take the leading brands of the several firms and make them nationally known by advertising to the consumer. There are a number of excellent brands made by the several firms in the combination which rank high in their local territories but which have no outside sale. The Mutual Tobacco Company the following officers, who are also directors, were known all over the country. It is understood that the tobacco trade papers will be used to some extent in the campaign which is under consideration.

At the recent meeting of the Mutual Tobacco Company following officers, who are also directors, were elected: William H. Bunning, president; James C. Tansy, first vice-president; Isaac L. Evans, second vice-president; William S. Massonirean, third vice-president; T. Star Dunning, secretary; H. S. Pfeil, treasurer. In addition to these men the directors' board will include Stanley O. Platt, Henry B. Collins, and Edward Tansy.

Offices will be taken shortly in the up-town section of New York, according to recent reports.

The management of this chain of tobacoo factories will be located in New York City. There will be an active advertising campaign made on these brands of tobacco, also several new brands and novelties brought to the attention of the smoking public by up-to-date selling methods.

The factories will produce a popular priced cigarette, also quantities of Italian cigars or stogies properly made, for which there is a great demand; also a new type of chewing tobacco, and high grade smoking tobacco at a popular price put up in cans.

The Mutual Tobacco Company, Inc., will co-operate with the New York jobbers and other dealers of tobacco products for the distribution of their products, and are prepared to turn out much larger quantities of manufactured stock than at present for the reason that they are adopting the use of up-to-date tobacco machinery.

B. PAYN'S SONS TOBACCO COMPANY LOSES SUIT

Appellate Division of Supreme Court Fails to Find That "P & M" Infringes "B. M."

THE Appellate Division of the Supreme Court has just handed down a decision affirming with costs the decision of the lower court in the case of B. Payn's Sons Tobacco Company of Albany, N. Y., against Payette & Mendleshon of Plattsburg, N. Y., by which action the plaintiff sought to compel the defendants to discontinue the use of the name of "P & M" on a brand of cigars made and sold by the defendants, and to recover $1,000 damages for the use of such name.

The plaintiffs are the manufacturers of a brand of cigars which they sell under the name of "B. M." and they contended that the use of the name "P & M" had injured the sale of their goods, by reason of the fact that when their cigars were called for by a customer the "P & M" was handed out. The action was started for the purpose of securing a permanent injunction against Payette & Mendleshon and for money damages.

On the trial of the action the plaintiffs were defeated and the injunction asked for denied. From this decision by the trial term the Albany manufacturers took an appeal, and this was argued some time ago. The plaintiffs in their moving papers state that "this is an action brought to perpetually enjoin and restrain the defendants from putting up and selling cigars under the name of "P & M" in imitation of plaintiff's cigars which are called the "B. M." cigars, on the ground that such imitation is unlawful and unfair competition, and for an accounting of the profits realized by them upon the sale of the "P & M" cigars and for the sum of one thousand dollars damages."

The defendants, Payette & Mendleshon, in their answer claimed that their brand is not an imitation of the plaintiff's brand and that they have not been guilty of unlawful competition, and that the name of their brand has been copyrighted since 1897. The issue was originally tried before Justice Rudd at Albany in 1914, who held that Payette & Mendleshon had in no way infringed on the rights of the plaintiffs, and the higher court now upholds the decision of Justice Rudd.

Reading Cigar Store Changes Owners

C. D. Slater, who assumed the proprietorship of the Borrell cigar store, at 26 North Sixth Street, Reading, Pa., will make many improvements to the place. He will introduce the individual locker humidor system for box customers whereby they can regulate the moisture to suit their own taste. He will continue to handle the same brands and add thereto a complete line of domestic, Key West and imported cigars.

The office and branch distributing plant of Mr. Slater's wholesale business will be located at the above address in the future. He will continue this end of the business as before throughout the territory where he has established a very large trade. Mr. Slater is probably the youngest cigar jobber in the State.

Several years ago he became the distributor of the "Goose Bone" cigar. He is a member of the Elks, Knights of Malta, Princes of Bagdad, K. of M., T. P. A., Amphions, Bavarians, Cadet Band Association, and owner of the Riverview home. The store will be in charge of John N. Myers, formerly a traveling salesman for C. B. Kutz. Harry Kauffman will be retained as clerk. Mr. Slater is a son of Mr. and Mrs. Leaport Slater, Poplar and Walnut Streets.

How to Make Tobacco Extract.

A correspondent in Wisconsin wrote to State Zoologist H. A. Surface, Harrisburg, Pa., saying: "I would thank you to give me some information in regard to making commercial tobacco extract for killing plant lice. Is the proportion of one pound of tobacco to two gallons of water too strong to use on house plants, or would it have to be further reduced by the addition of water? In steeping it, which is the best to use, hot or cold water? Would you use stems for making the extract?" In reply to this inquiry Professor Surface wrote as follows:

"Tobacco extract or decoction has recently become one of the most valuable insecticides, as it has been proven to be the material to use in the warfare against suctorial insects, like plant lice or aphids, wooly aphids, mealy bugs, livestock root worms, red bugs, etc. Its general use has also been facilitated by the commercial preparation, which is now placed on the market by several different firms, and sold by seedsmen and dealers in spraying materials. There is as yet no standard formula of strength for the commercial material. I mean to say that some brands are stronger and some weaker than others, and, consequently, there is no fixed rule for a certain amount or proportion of dilution. The only rule that can be given with safety is to spray with a decoction strong enough to kill the pests, and if the desired results are not obtained spray again with it the next day, making it stronger than previously. It will not injure the plants of any kind at any reasonable strength.

"The formula is one pound of tobacco steeped in two gallons of water for two or three hours, for making the dilute decoction ready to apply to the plants. If I were to attempt to make it commercially I should make it much stronger than this, and recommend the user to add enough water to dilute to this formula.

"To make a good extract or decoction the tobacco should be steeped just as tea is made. Do this by starting with cold or only warm water, and let it stand and steep for at least two or three hours, or even longer, but do not boil. There are several different brands on the market, which you can learn from your seedsman or dealers.

"In making the extract the stems can be used, although it will require more tobacco in the form of stems than in the form of leaves. Of course, old broken fragments, or cheap grade tobacco can be used for this purpose."

Disturbed by Action of Planters' Protective Association

Action taken by the board of directors of the Planters' Protective Association of Tennessee in deciding to not be in business for the handling of the 1915 crop of tobacco, is causing much speculation among both dealers and growers. It was doubted all along if the Association would be able to secure pledges totaling 135,000 acres, but many believed that even though they failed in this the organization would be maintained in some form, and that the farmer would have at least partial protection.

The Association was organized eleven years ago, and in that time has handled tobacco, the sales of which total more than $6,000,000, and has advanced the price from an average of 3½ cents to about 9 cents. Its retirement from the market at this time only adds to the demoralized conditions existing throughout the dark tobacco belt. Sales since the opening of the European war have dropped to almost nothing, and it is the opinion of many that conditions will not be greatly improved until peace is declared.

The Association has on hand a considerable amount of the 1914 crop, and it will remain in business until this can be advantageously disposed of. No contracts for prizing will be let by the Association, and those who handle tobacco in this capacity the coming season will deal directly with the farmer.

Second Addition for Mazer Company in One Year.

Few Detroit industries show a more remarkable growth than the Mazer Cigar Company, 441 to 445 Grandy Avenue. Early in the year an addition 106 x 30 feet and four stories in height, was opened and now the construction of another building of the same size is almost completed.

This new building will be a part of the factory which it adjoins, the floors being connected. There is one departure in it in the instance of the first floor, which is entirely devoted to the welfare of the employes. Every one of the girls employed there will have her own steel locker, these being on the first floor and the rest of the space is given over to the rest- and dining-rooms.

In 1913 the Mazer Cigar Company employed 200, in 1914 the payroll contained 400 names and now there are 600 employes. The output in 1914 was 110 per cent. greater than in the previous year, and this season it will be fully 110 per cent. larger than in 1914.

The latest addition to the plant will make room for 1000 employes and the company has every reason to expect that it will take that number to keep up with the demand for these Made-in-Detroit cigars next season.

The Mazer brands are the "Miss Detroit" and "Humo," among the popular nickel smokes, and the "Dime Bank," a ten-center which is just being placed on the market and is starting off like a winner in its field.

Penn Tobacco Company Opens Scranton Premium Branch

The Penn Tobacco Company, of Wilkes-Barre, manufacturers of Sterling tobacco, has opened a branch premium parlor at 212 Wyoming Avenue, Scranton, Pa., to accommodate its large and growing clientele in Scranton. The parlors which are known as the "Sterling Premium Parlors," were formally opened recently and hundreds of friends of the company called during the day to redeem coupons and to inspect the great array of high-grade articles found among the premiums.

About every variety of standard goods is housed in the new parlors. From a pipe, obtainable for twenty-five premiums, to the largest piece of household furniture, the parlors are stocked, the more prominent goods being watches, musical instruments, silverware, rugs, dishes, cutlery, furniture, vases, clocks, and about the best of everything going in their respective lines.

Joseph Hourigan, the Scranton representative of the company, is in charge of the parlors and was on hand to greet all visitors and show them through the shop. As Manager Hourigan explained it, the company's premium business has increased at such a rate that it became necessary to open parlors here.

Concern in Bankruptcy Proceedings a Second Time

For the second time involuntary bankruptcy proceedings have been begun against the Plantations Company, engaged in tobacco growing in Porto Rico, and in buying and selling tobacco in Pennsylvania. The latest suit was filed in the United States District Court recently by the First National Bank of Gettysburg, Edward J. Durban and Ralph L. Boyer. The company was incorporated in 1911 under the laws of Delaware.

The Board of Directors of the company at a recent meeting adopted a resolution authorizing an admission to be made that the company is insolvent and willing to be adjudged a bankrupt on that ground.

According to the petition the company owes the First National Bank of Gettysburg $10,312.50 on a promissory note, Edward J. Durban $500 for money loaned, and Ralph L. Boyer $200 for services as trustee from October 14, 1913, to January 15, 1914. The president of the company is George E. Shaw, who was also president of the Assets Realization Company.

To Double Capacity of "44" Cigar Factory

From a capacity of manufacturing 70,000 cigars a day, the Lipschutz "44" cigar factory along the Allentown Terminal railroad at Third and Liberty Streets, Allentown, Pa., will be enlarged to double the present output. Work on the new addition will be started as soon as excavations have been completed. The work of digging the foundations has been started by Stein Brothers, the contractors, who will also erect the building. The factory now employes 300 hands, and when the new addition is finished, a like number will be needed.

The Lipschutz industry, superintended by Sol. G. Lipschutz, assisted by S. L. Lock, came to Allentown four years ago. On their arrival employment was given at once to 150 hands. Later this number was increased, and at the present time, is among the largest of its kind in the city.

The new structure will be erected on an 80 ft. x 80 ft. lot adjoining the present factory. In dimensions, the building will be 60 ft. x 80 ft., and will embody all the latest improvements. It will be three stories high, and constructed of brick. The comfort of the employees has also been given consideration, and the new plant will be modern in every particular.

The same company has also bought a lot 40 x 88 feet at Elm and Chew Streets, South Bethlehem, where they will shortly start the erection of a modern new four-story factory building to employ 600 to 700 people in the manufacture of cigars.

Louisville Tobacco Board of Trade Elects.

At the annual meeting of the Louisville Tobacco Board of Trade recently, W. G. Bridges was re-elected president for the third successive year. W. D. Collins was named first vice-president and A. H. Shinkle, second vice-president. Helm Glover was re-elected secretary and treasurer.

Officers and committees selected for the year are:

President, W. G. Bridges.

First Vice-President, W. D. Collins.

Second Vice-President, A. H. Shinkle.

Secretary and Treasurer, Helm Glover.

Executive Committee, J. C. Bright, J. A. Robinson, Laban Phelps, L. J. Doerhoefer, H. T. Larimore, F. G. Harpring. h

Arbitration Committee, J. G. Harris, W. D. Collins, E. M. LeCompte, S. P. Owen, R. H. Alexander, C. D. Campbell.

By-Laws Committee, Tandy Quisenberry, H. B. Gorin, Elam Perkins, J. D. Shouse, Henry Glover, J. F. Dannenhold.

Reclamation Committee, H. T. Larimore, L. J. Doerhoefer, W. G. Bridges, F. W. O'Bryan, J. C. Bright, H. O. Boehme, R. H. Alexander, N. C. Shouse.

Quotation Committee, Laban Phelps, Henry Glover, Helm Glover, L. J. Doerhoefer, Louis Harlan.

Sales Committee, J. A. Robinson, Helm Glover, Henry Andresen.

Storage Committee, R. H. Alexander, Halbert Griffith.

New Jobbing Firm in Uniontown, Pa.

The Smith Tobacco Company, jobbers in high-grade cigars, 90 West Peter Street, Uniontown, Pa., in the rear of the Titlow Hotel, will open within the next few days to do a wholesale business. The company will be represented on the road by S. W. Smith, formerly manager of the Monaghan Tobacco Company, and A. J. McHugh, of this city. The office will be in charge of C. S. Reed.

The company is specializing in a stogie called Smith's "Twins," the name originating from the twin sons of S. W. Smith, their photographs appearing upon the lid of each box.

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The Tobacco Crop

The largest tobacco crop in the history of the country has just been produced. Totalling more than a billion pounds, it is fifty-four million pounds greater than the five-year average, and fifteen million pounds greater than the crop of last year. The crop was produced on a little more than one million acres of land.

There is some uncertainty to prices and but a small percentage has been sold. It seems probable, however, that a fair estimate for the value of the crop would be one hundred million dollars. And this sum will be poured into the purses of the tobacco growers.

Trade Jottings

Excellent business is reported by the E. H. Gato Cigar Company, Key West, Fla.

Several days were recently spent by Eddi Hecht, of the E. H. Gato Cigar Company, in calling on the trade of Birmingham, Ala.

"Charles the Great" cigar of Salvador Rodriguez was recently taken on in nine sizes for distribution by the Wm. Boucher & Sons Company, Baltimore, Md.

"Royal Banner" cigars recently came in for a week's attention at Omaha, Neb., by W. A. Yochum, of the Banner Cigar Manufacturing Company, Detroit, Mich.

December 1st has been the date set by Philip Assner & Company, Roxbury, Mass., jobbers, for the removal to their new location at Washington and Lenox Streets.

Splendid business is being experienced by the R. D. Burnett Cigar Company, Birmingham, Ala., on the "Board of Trade" cigar of the American Cigar Company.

Good business on the "Permit" cigar is reported by Representative Noel, of the Central Cigar and Tobacco Company, South Front Street, Memphis, Tenn.

The "John Ruskin," cigar of the I. Lewis Cigar Manufacturing Company, is being featured strongly in window displays by the Peregoy & Moore Company, Kansas City.

Baker Brothers, Boston, Mass., announce that they are now in position to supply local trade with Deisel-Wemmer Company's holiday packages on "San Felice" and "El Verso" cigars.

Among the new offerings to the trade by the Wm. Steinmeyer Company, Milwaukee, Wis., is the "Berkshire" hand-made cigar, packed in tins and manufactured by John G. Spatz & Company.

F. Lozano, of F. Lozano, Sons & Company, and George L. Storm, vice-president of the Tobacco Products Company, were among the more prominent visitors in the trade at Chicago, Ill., recently.

The new auto delivery truck of the Rothenberg & Schloss Cigar Company, Denver, Col., which recently made its first appearance, attracted much attention at the time, and has been doing so since.

The "Muriel" cigars of the P. Lorillard Tobacco Company, are being featured by the cigar department of the drug store conducted by Herbert Walker, Irving Avenue and East Genesee Street, Syracuse, N. Y.

The well-known "El Roi-Tan" cigar is among the popular brands on sale at the stores of Thalheimer Brothers, Memphis, Tenn. One store is located at 206 West Second Street and the other is located at 321 Main Street.

E. L. Simmons, covering local territory, Seattle, Wash., recently had with him on a short tour of inspection E. D. Frisell, in charge of the plug and smoking tobacco department of the John Bollman Company, San Francisco, Cal.

PHILADELPHIA.

E. Y. Sterner's Sons Open Store in Lincoln Building

E. Y. STERNER'S SONS, well known in the retail cigar and tobacco trade, with headquarters at 20 North Twelfth Street, will open a store in the Lincoln Building on December 1st. Their growing trade assumed such proportions that an extension of facilities and services became a matter of necessity, and with this object in view the firm have recently taken a long lease on one of the basement stores on the South Penn Square side of the Lincoln Building, which they will occupy in conjunction with their present establishment. Their many patrons and customers will undoubtedly be gratified with the arrangements which are being made for their comfort, convenience and accommodation. Messrs. Franklin K. Sterner and Edward C. Sterner, the individual members of the firm, will devote their close personal attention and supervision to every detail of the firm's business.

Finley Acker Company Takes on "Melo" Brand

The Finley Acker Company are the Philadelphia distributors for the new "Melo" cigars which are the product of the Gene-Vall Cigar Company, and sell for $5 the hundred.

These cigars are packed in drums, twenty-five to the package, and the attractive label and stability of the package makes them especially adapted for counter and case display.

The Finley Acker Company also carry the "Alona" in individual glass packings, in packages ranging from five to twenty-five cigars and in price from 75 cents to $5.

Mahn's New Store Bright Spot of Chestnut Street.

The splendidly finished and equipped store of Godfrey Mahn, at Chestnut Street and Thirteenth, is surely one of the bright spots of Chestnut Street. It is finished in white throughout. A fine humidor is one of the features of the store. "As You Like It," the popular high-grade smoke of the Mahn stores, is featured extensively.

Hilbronner & Jacobs Have Busy Season

Among the factories which find their production inadequate to the demand is the well-known Hilbronner & Jacobs establishment, at Eleventh and Christian Streets. The force is working to capacity and overtime in order to satisfy the many orders on hand for immediate shipment. The persistent work on the part of the owners is showing results which are most gratifying. Hilbronner & Jacobs brands are coming rapidly to the front among the splendid cigars manufactured in Philadelphia.

Philadelphia Notes

"Philip Morris" cigarettes in an appropriate Xmas packing are displayed in many windows.

W. J. McConnell is the recently elected president of the well-known firm of Boltz, Clymer & Company.

"Muriel," the P. Lorillard brand, is extensively featured in many of the best shops in town. It is constantly growing in popularity.

T. H. Hart is back from a trip through Northern New York. The factory is working to capacity supplying the demand for "Quaker Pure" cigars.

Bobrow Brothers are working to capacity to fill the many orders for immediate shipment on the "Bold" cigar. This will prove a banner year for the "Bold" factories.

William D. Duncan, Eastern representative for San Martin & Leon, was in Philadelphia the latter part of last week looking after the interests of this well-known Tampa firm.

Dusel, Goodloe & Company, are among the busiest jobbers in town. They report no demand for special packings but are filling many orders on fortieths. "La Preferencia" continues to lead all their other brands in the matter of sales.

T. W. Hall, who represents the J. F. Portuondo Cigar Manufacturing Company, 1110 Sansom Street, this city, is expected to arrive at the factory during the current week. Mr. Hall has covered the western territory as far as the Pacific Coast since his last visit to Philadelphia, and has opened many new and attractive accounts.

American Locomotive Company Has Big Cigar Bill

Isaac M. Cate, who has been leading a fight for several years against the American Locomotive Company management, in a statement alleged incompetence and bad management in the conduct of the locomotive department. He says that in 1913 the company spent $19,431 for cigars.

The Value of the Trim

One doesn't need to read a book on psychology to understand or appreciate the advertising value of the "window trim" neither does one need to be a tradesman to perceive the many ways in which the selling agent may use the "window trim" to promote the sale of his goods and to strengthen his grip upon the retailer. These are the two considerations that must be taken into account in deciding to what extent a window trim shall be used: (1) The value of the "trim" as a reminder of the product advertised; (2) The value of the "window trim" as a means of cultivating the friendly interest of the retailer in the product that is advertised. An attractive "window trim" can hardly fail to attract the attention of the passerby, as well as the attention of those who are entering the store to do their marketing. In order to realize the full value of such a scheme, however, a "window trim" should contain two or three strong lines of "reason why" copy—in fact, I do not believe that any advertising, pictorial or otherwise, is worth while which does not contain one or two of the "selling arguments" behind the products advertised. If we flashed the words "shredded wheat" from the top of every building in New York City, I doubt very much if it would sell an extra case of this product, but if under the words "shredded wheat" we printed in strong letters such a line as "makes muscle, bone and brain," or this line: "Is the food of health and strength," there is no question but that it would have an appreciable effect on the sales of shredded wheat.

The attractive "window trim" is the best form of "reminder" advertising because it connects the products and the store where it is for sale. The bulletin board "reminds" without establishing this connection. The street car does a little better than the bulletin board because there is always a chance that the person who sees it is going down town to market or to do some shopping.

The "window trim" offers an easy and an effective way of interesting a dealer who has never handled the product. Under the inducement of an attractive "window trim" put up by the selling agent a grocer will often give a liberal order for the goods, and in this way he is apt to become a steady customer provided the demand for the goods is kept up through national and local publicity in magazines and newspapers. It quite often presents an avenue of approach to the shelves of the grocer and to the friendly favor of the grocer which could not be secured in any other way. The grocer is quick to realize that the purpose of the "window trim" is to help him. He gets his profit on every package sold. It doesn't help "the other fellow." Here arises the question of rivalry and competition that must be dealt with tactfully and promptly. My opinion is that this question need not disturb the selling agent at all. Let him select the best store in town which has the most attractive show window, and give it as fine a "window trim" as the space and lithograph material will permit.

While the greatest value for the "window trim" is realized through its power to make new customers and new friends for a product, it goes without saying that it is particularly effective in retaining the interest and co-operation of old customers and old friends. It impresses the old customers with the idea that the company is not only alive and up-to-date, but that it believes in helping the dealer to move goods. This willingness to co-operate with dealers is one of the most important advertising assets of a company engaged in the manufacture of a commodity that is sold through the medium of wholesalers, jobbers and retailers.—The "Book-Keeper."

Keep Your Store Neat and Keep Your Trade

Amongst the many important things which the up-to-date dealer has to consider is that of neatness and tidiness, not merely in personal appearance, but in the store, externally and internally as well. C. Elmer Wagner writing in "Brains," thus deals with this matter:

"There are certain essentials that one must consider if he desires to achieve success in the retail business world. One of these necessities is neat appearance. By a careful observation of the successful stores in any locality we find that those houses that present the most inviting appearance do the most business. There is a moral in this, one which should wield a mighty influence upon the sceptical dealer, who stands in the doorway and watches the trade go to his competitors. He never asks himself what may be the reason. He blames it on luck. Did he ever stand on the side of the street opposite his store and behold the unclean, repelling appearance that his establishment presents to the eye of the public? Did he ever think that the scrutinizing eye of the passer-by notices this poor representation? If he did notice these things, did he undertake the task of remedying the evil? Probably not. Otherwise he would not be clamoring for trade or paying salaries to idle clerks.

"Take the hint Mr. Dealer. See if your store is neat and clean. See if a coat of paint would not brighten things up. See if a better window display would not cause more attention to be directed toward your bargains. Consider the fact that it is merely logical human nature for a person to go to the place that invites him. If you present an invitation to the passers-by to enter your store by making a good appearance and offering fair bargains, you are certain to receive your just portion of trade. In conclusion, let me repeat the necessity of making a good appearance not only of store but also of the interior, the stock, the employees, etc. The merchant should be continually on the outlook for devices, etc., that will give his store a better appearance, that will exert a greater influence on the mind of his prospective customer, that will produce an increase of trade."

Getting After the Holiday Trade

With the seasonable stock safe and sound in the humidors let us ask the storekeeper what he is doing with regard to getting the stock converted into money. Nowadays, even the best of stock will not sell itself, hence it is necessary to let people know of its existence. The window, of course, is a valuable sales agent, and should be taken the utmost advantage of. Then there is judicious advertising of special lines in the daily press, this always helps.

A further aid to sales is the issue of a nice little circular to customers and to people who may be likely to become buyers of some of the many nice articles which are now stocked by up-to-date retailers in the cigar trade. Such folders should feature several special lines appropriate to the season and they might also contain suggestions as to suitable kinds of gifts, the latter being extremely helpful in the case of ladies who may be in doubt as to the proper kind of present to buy for their male friends or relations.

The main point to be borne in mind is to make certain that the goods bought for the holiday season are sold then, and in order to do so people must be told about them. We have seen some tobacconists' Christmas circulars which are not only neatly and tastefully got up, but are proving so valuable as sales media that they are now regular parts of the season's programme.

Publicity is a necessity if the dealer wishes to secure the maximum in the way of results.

Warehouse Planned for Americus, Georgia

Americus, Ga.

A tobacco warehouse for the handling of all tobacco raised in Sumter County is to be erected at once. This is expected to be of great service to the farmers of Sumter and adjoining counties, as they will not be obliged to ship their tobacco to South Carolina as they have done in the past. This warehouse is to be called the Americus Tobacco Warehouse Company and will have all of the equipment that is found in the large warehouses of North Carolina and South Carolina.

After the tobacco is sold at auction on the floor of the warehouse, there will be a prize house for packing tobacco in hogsheads, and it is expected that in a short time Americus will be shipping tobacco the same as do the houses in the Carolinas.

Where the Retailer Can Get Ideas

"I only recently began to read trade-paper advertising," said a dealer not long ago. "I kept the ads. more as a directory of the trade. But nowadays there's getting to be such live business-like stuff in some trade-paper advertising, that I feel I'm missing something if I don't look them over."

This dealer went on to say how he once got an idea from a live trade-paper ad. that induced him to alter his basic theme of doing business. "Some advertisers are hiring people to write their trade-paper ads. who have such good ideas that I would feel delighted to take them out to lunch and ask their advice about various matters. And my trade paper is more valuable to me, because many of its ads. are so full of real ideas."—Printers' Ink.

Stocking Up for Christmas

Enterprising cigar and tobacco dealers will some time ago have received their Christmas and New Year stocks, and have doubtless matured their plan of campaign for that joyous season of the year. Every year the range of goods suitable for the Christmas trade is a widening one, and every individual tobacconist will take care to stock those articles which will appeal to their own particular clientele and locality. Buying should be tempered with discretion as it should not be forgotten that much of the Christmas stock is not suitable for other seasons of the year. The dealer who overbuys thus runs the risk of having stock left on his hands which he cannot readily sell, and which, moreover—fashions change so quickly nowadays—may be old style by the time another Christmas season comes around.

Owing to the wide range of goods suitable for presents at the Christmas season, the cigar store is now more than ever visited by the fair sex, not necessarily to supply their own wants, but to purchase something for their male friends or relations. This is a class of business which should be carefully catered to and every assistance given to the fair shopper. For example, if a lady proposes to make her husband a present of a box of cigars she should be shown something really good, besides doing the customer justice there is the recipient to be thought of, and if anything which is not agreeable to him comes from a store which he knows and perhaps patronizes, he is not likely to be a satisfied customer for his own smoking requirements. Straight-walking in business pays all the time.

Not just so very long ago, it was an almost unusual thing for a lady to venture alone into a cigar store, but that is changed now, and the average cigar store of the present day is as choice a spot in which to shop as any other kind of store.

Szechenyi Kin to Enter Retail Cigar Trade

Count Kalman Czaky, said to be a third cousin of Count Szechenyi, who married Miss Gladys Vanderbilt, is planning to open a cigar shop at 26 East Forty-ninth Street, New York City, adjoining the northwest corner of Madison Avenue.

His friends who have known that he was living quietly here since last May, take this business venture to mean that the count is merely obeying the command of his American wife—the former Mrs. Maud Howard Bryan—to seek a job and earn a living. When he arrived in New York from San Francisco it was reported that he and the countess were not planning to remain permanently separated. She remained in San Francisco with the understanding that he would join her as soon as he "made good."

The count and Mrs. Bryan were married here in 1908 and kept their wedding secret for a year. She had inherited a considerable fortune from her first husband, Montgomery Bryan, a publisher of San Francisco. The count's full title is Count Kalman de Czaky Koroszejh and Adorjan, nephew of the Archbishop of Vienna and hereditary governor of a Hungarian province.

Dry Weather Curtails Breaks of Leaf Tobacco

Again from all parts of the tobacco-growing and leaf-selling regions of Virginia and North Carolina comes the cry of small sales of leaf tobacco, and all on account of the dry weather which makes it impossible for the growers to strip the weed from the stalks and put it in shape for market.

In Richmond the offerings were very limited, auction sales being attempted only two days in the week, and altogether not as much as 50,000 pounds sold. The buyers seem eager for the weed and prices are apparently advancing. The sun-cured stock that was offered last week brought better figures than have been marked on the tickets in as many as three years past.

Henderson Men Ask Imperial to Open Local Factory

Some 1500 signatures have been secured to a petition requesting the Imperial Tobacco Company to open their Henderson, Ky., factory. The petition is still in circulation. The Imperial was forced to close down in this district as the result of a suit two years ago.

"To Mr. Edwin Hodge,

"General Manager of the Imperial Tobacco Company of Kentucky:

"We, the business men and farmers of Henderson, Ky., and vicinity, do hereby petition the Imperial Tobacco Company of Kentucky, to enter the market for the purchase of tobacco at their factory in Henderson, Ky., and we do hereby pledge our heartiest co-operation and moral support to your good institution and its representatives."

Schulte Gets Twelve Locations in Chicago.

The Schulte Cigar Company closed leases on four prominent corners in the loop district of Chicago. They have leased the Hub Corner, at State Street and Jackson Boulevard, the southwest corner of Michigan Avenue and Adams Street, the southwest corner of Dearborn and Randolph Streets and the southeast corner of Fifth and Quincy Streets. The Schulte Company will have branch stores in all of the above properties. Willard S. Burrows Company and Pease & Elliman, of New York, represented the Schulte Company in the transactions. This makes twelve locations the Schulte Company has taken in Chicago within a month, in all of which it was represented by the same brokers.

Trade Jottings

Al Neff acts as assistant to Ferdinand J. Kuhn, in charge of the cigar stand of the Detroit Athletic Club, Detroit, Mich.

Good business is reported by the Cortez Cigar Company, Key West, Fla., on the "Maxine Elliott" and "Hernan Cortez" cigars.

"B. F. D.," a brush-end smoker, is receiving a good distribution locally at the hands of the Blumauer-Frank Drug Company, Portland, Ore.

Specializing on the "Plantista" cigar, the Compeer Cigar Company, Inc., formerly of Indianapolis, Ind., is now located in its new quarters at Division and Schiller Streets, Reading, Pa.

The Mooney-Mueller-Ward Company, Indianapolis, Ind., recently had the assistance of J. M. Preston, of Sig C. Mayer & Company, on a ten days' local campaign on the latter company's "Dawn" cigar.

Sternberg & Sons, Memphis, Tenn., local distributors of the "El Sidelo" and "Apex" cigars of Samuel I. Davis & Company, recently assisted their own salesmen in their work on these brands by having George T. Reid, of the Davis Company, accompany them in their respective territories covering a period of three weeks.

Omaha, Neb., recently gave a week's glorification to the well-known "Tom Moore" cigar of the United Cigar Manufacturers Company. The jobbing on this brand locally is attended to by the well-known Best & Russell Company, who succeeded in placing many alluring window displays throughout the city on the popular brand.

All of western Florida, the central portion of the State to a location one hundred and fifty miles south of Jacksonville, certain portions of Jacksonville itself, and all along the eastern coast of Florida, comprises the territory to be controlled by C. M. Lewis & Company, Jacksonville, Fla., in their distribution of the line of Cuesta, Rey & Company, which line they recently took on.

Individually wrapped in paper by special machinery, the famous "El Dallo," cigar of Wertheimer Brothers, Baltimore, Md., is meeting with a phenomenal success throughout the trade. The Wertheimer Company report it to be one of the big leaders of the present holiday season, and state that they must keep themselves moving rapidly in order to supply the shipments requested by their various jobbers through the country. A large increase in sales is reported over the period of the preceding year.

Would Ship Tobacco to Central Empires

Commissioner Koiner of the State Department of Agriculture, has asked the tobacco boards of trade throughout the State to call upon President Wilson, Secretary Lansing and the Senators and Congressmen of the export tobacco districts to take steps to bring about modification of the British order in council, so that tobacco may be shipped to neutrals without restriction for re-exportation in order that the tobacco may reach its final destination in Germany and Austria, where much Virginia tobacco is used.

UNCONSTITUTIONAL LEGISLATION DEFEATS ANTI-COUPON CAMPAIGN

(Continued from Page 13)

of permanency and indestructibility, and because its root-fibers are thus manifestly grounded in the wishes and desires of the great purchasing public, we may rest assured that it will continue to grow and develop to override every attack that those who fear its potency may launch against it, and to emerge all the stronger therefor."

George W. Caldwell, president of the Sperry & Hutchinson Company, and of the Hamilton Corporation, expressed the opinion that present prosperity would continue after the war, and outlined the part that the premium advertising interests would play. He emphasized the service side of premium advertising and called attention to the growth of the method, the value of distributions of merchandise annually made by coupon and trading stamp enterprises exceeding $100,000,000.

"The opportunity of today for us, it seems to me," said Mr. Caldwell, "is to let the people into our confidence.

"First—Because we are not a parasite on business. If we are—so are all forms of advertising and modern devices for selling.

"Second—That premiums do not give something for nothing, but something for something. Continuous patronage and a discount for cash is what premiums get the house that uses them, and continuous patronage and cash trade spell success to every business.

"Third—The use of premiums does not add to the cost of goods to the consumer. Not a single case can, or has ever been furnished, showing an increase in price of the same article sold with or without a premium token. In the first place the amount is infinitesimal on each article, and in the second place, the price of any article is fixed by the cost of materials, labor, rent, interest, insurance, selling expenses and some profit, and is, if not a monopoly, regulated by competition."

New Cigar Factory for Trenton

Alexander Rosenberg, formerly connected with the Chambersburg factory of Seidenberg & Company, has recently opened a cigar factory at 720 South Clinton Avenue, Trenton, N. J. He was formerly located at 22 Washington Street, but the rapid growth of his business necessitated larger quarters.

"Broadway Chips" is the name of Mr. Rosenberg's leading brand, and it is already well known to Trenton smokers. Mr. Rosenberg has a wide knowledge of the tobacco trade and a fund of experience to draw upon. His friends predict a big sale for his brands.

"Camel" Cigarette Title Claimed by Poulo Brothers

Poulo Brothers claim that they originated the "Camel" Madison Street, New York City, have recently instituted suit in the Newark branch of the United States District Court for $15,000 damages against the R. J. Reynolds Tobacco Company, of Jersey City, for alleged infringement of trade mark.

Poulo Brothers claim that they originated the "Camel" cigarettes and put them out in a certain style of box, and that subsequently the Reynolds Company put the "Camel" brand cigarettes on the market in a similar box.

In addition to the above claims Poulo Brothers ask to have the Reynolds Company restrained from further disposing of "Camel" cigarettes under that title and in the present container used.

Schulte Raises Prices on Cigarettes

FOLLOWING a consultation with David Schulte, I. N. Maaskoff and Mr. Schulte agreed to raise prices on cigarettes which have been sold recently to the consumer at ruinous prices. The present raise is to be one cent a package and a further raise of one cent a package is promised in January if no complications arise.

Mr. Schulte gave as his reason for a gradual increase that a two-cent raise at once would be too much of a jolt to his customers. He says that the cigarette smoker is the greatest bargainer that there is.

If others agree to do so, Mr. Schulte will, thirty days after January 22nd, raise his twenty-cent goods to the actual retail price of twenty cents. Also two-for-a-quarter packages will be sold at fifteen cents straight if the retailers will stand together and maintain that price.

Charles Dushkind, secretary and counsel for the Tobacco Merchants Association, is said to have been responsible for the agreement to end price-cutting in cigarettes.

Sol. M. Gans Weds Miss Lucile Meyer

Sol. M. Gans, for nine years a member of the leaf importing firm of Max Gans & Son, was married on Thanksgiving Day to Miss Lucile Meyer. The wedding and reception took place at the Hotel Savoy.

The bride is the daughter of Louis S. Meyer, of the well-known jewelry importing firm of Louis S. Meyer & Company. Mr. Gans is a graduate of the City College of New York, and is well known in leaf circles. Louis Benjamin acted as best man.

Special souvenirs for the men consisted of boite nature packings, containing five cigars each, products of the Gans Brothers' factories.

After a trip through the West the honeymoon will include a visit to Porto Rico.

A. Determann Pays Visit to Middle West

A. Determann, of the Manila Commercial Company, has returned from a recent trip through the Middle West in the interest of his many Manila brands. He reports that the trade continues to demand Manila cigars in large quantities and that the high standard which the Manila announcing that 542,000 cigars have been shipped favorable impression with the consumer.

Cables have been received at the Broadway office from Manila announcing that 542,000 cigars have been sipped by the S. S. "Persia" which is due to arrive in San Francisco the beginning of December.

"United" Gets Two New Corner Locations

Two prominent corner locations have been added to the United Cigar Stores Company chain in New York by the acquisition of the property at the northeast corner of the Bowery and Grand Street, and another at the southwest corner of 125th Street and Third Avenue. No rental figures have been divulged but it is understood that the owners obtained high prices. These corners have been sought by the company for some time.

Heard on Broadway

George L. Storm, vice-president of the Tobacco Products Company, is back again in New York City following his recent tour of the Middle West.

E. Kleiner & Company's "Marie Antoinette" cigar has been taken on in eight sizes for local distribution by the Octagon Cigar Company, St. Paul, Minn.

Meyer Schwed recently visited the trade of Cincinnati, O., in the interests of the brands of E. Regensburg & Sons, manufacturers of the popular "Admiration" cigar.

Sam Frank, of S. M. Frank & Company, 928 Broadway, New York City, was in the Quaker City recently closing a few late orders for pipes for the holiday trade.

Schnasi Brothers were recently represented in Cincinnati, O., territory by M. Abrahams, who called on the trade with reference to the company's "Natural" cigarettes.

The electric-handled umbrellas recently introduced in the tobacco trade by the Leader Electric Novelty Company have proven quite popular with many retailers for straight sales and also for premium purposes.

The "Wellington" pipe is selling bigger than ever, according to a statement recently made at the Wm. Demuth & Company headquarters, 507 Broadway. The factory is working night and day to care for the heavy orders for holiday shipments.

Charles Kraus, of the Kraus Cigar Company, reports that he is unable to fill orders promptly on the "Lord Romeo" panatellas. These popular smokes have made a big hit wherever introduced and Mr. Kraus is working to capacity caring for his customers in this busy season.

Sidney Freeman & Son, who represent the La Flor de Intal factory, of Manila, P. I., state that the shipments from the factory are sold before they arrive, so persistent and steady is the demand for the splendid grade of goods which the manufacturers are now sending to this country.

So vast has become the business of T. J. Dunn & Company, manufacturers of the well-known "New Bachelor" cigar and other brands, that at the present time they find themselves somewhat handicapped in their manufacturing facilities. Only recently they were compelled to turn away some nice new accounts owing to this condition of affairs. To remedy matters they have placed an order on file for the supplying of twenty-five additional Universal Stripping Machines.

New Orleans

"Wellington" Pipes Given Splendid Display—"Nena" Cigars Shipped to New York—Tobacco Boosts Port Exports—"King's Court" Brand Selling Big

New Orleans, La., November 26, 1915.

NEW ORLEANS factories and retailers are busy. There is more than one reason for this condition. Primarily, the sugar tariff has been restored, and Louisiana's principal crop has been saved. Again, the farmers are getting a good price for their cotton. Again, numerous conventions are due in the Winter Capital of America for the winter season, which is mighty late in arriving this year. Indications point to one of the best holiday seasons in some years.

Henry Keith, the tobacconist of Tchoupitoulas and Canal Streets, recently gave over two entire windows to a display of Wellington pipes.

Juan M. Gonzales, the manufacturer of Camp Street, remarks that sales on his "El Mismo" and "La Coya" cigars are so large that he is experiencing some little trouble in getting cigarmakers.

"Nenas," five-centers, which were responsible for Messrs. Reguera & Berengher's tremendous success in New Orleans, shortly will be introduced to New York. Kaufmann Brothers will be the medium. The initial shipment of this highly popular brand already has gone forward.

A. Falk was a prominent member of the sixth annual trade excursion, which left New Orleans on November 7 to spread the gospel of "Mino" goods throughout the rest of the state.

Best & Russell, distributors of the "Owl" cigars, have notified the trade in this territory that they will vigorously prosecute anyone making spurious "Owls" or who refills "Owl" boxes with imitations. Agents of the internal revenue department recently arrested a New Orleans manufacturer who, it is alleged, had been making spurious "Owls" and packing them in genuine "Owl" boxes.

Demand for "Class" cigars, one of their recent additions, is such that telegraphic orders are frequently necessary, is the report of H. T. Cottam & Company.

C. W. Mayer, vice-president of Phil D. Mayer & Son, Ltd., says that country orders for "El Cubos" are coming in nicely now; while the city demand is always steady. "Fildimos," a five-cent Havana, now is being put up in cedar ovals holding twenty-five cigars.

In celebrating Louisiana Orange Day, November 19, the United Cigar Stores in New Orleans distributed an orange to every customer.

Miss May Morse has joined the Gunewald Hotel cigar-stand force. Miss Morse was very popular in that position last year.

Gus Guidry, formerly with the Grunewald stand, now is clerk at the St. Charles Street store of the United Cigar Stores Company.

Tobacco was again principally responsible for a tremendous increase in the exports and imports for the port of New Orleans in October. Total exports for that month totalled more than $16,000,000, and imports nearly $6,000,000. These figures are well nigh record breakers.

Colonel Moses Mayer, a local cigar dealer, has returned from a trip to New York and Washington. Colonel Mayer is a thirty-third degree Mason, and while in Washington attended the dedicatory exercises opening the new temple of the Supreme Council of the Masonic body.

S. M. Dayton, the Carondelet Street manufacturer, is offering as a special inducement his Dayton cigars to retailers at wholesale prices if the latter deal directly with him.

G. F. Fox, of the cigarette department of the American Tobacco Company, was in the city recently placing Christmas orders. W. F. Ackerman, also of the American Tobacco Company, was here in the interest of a special proposition involving "Tuxedo" tobacco.

R. G. Heist, of the Havana-American Company's Memphis office, is in the city painting "Preferencia" signs on the establishments of local dealers.

U. Koen & Company report that the saving of Koen coupons is much more prevalent than formerly. Their premium plant is not yet a year old, but the company has been adding many new and expensive premiums to their already large stock.

M. Hyman was in the city this week in the interest of placing "Garcia Grandes" with a local distributor.

A. P. J. Segassie, formerly at Carondelet and Common Streets, has opened up a new shop at 215 Carondelet Street, in the "Old 27" cafe.

H. T. Cottam & Company report that their Christmas packages are all in and are being distributed to their trade.

Ellis Landry, the druggist of Jackson and Prytania Streets, has moved to Euterpe and Prytania Streets, and he has installed an extensive cigar and cigarette line.

George C. L. Mayer, president of Phil. D. Mayer & Son, Ltd., is a benedict. The interesting event occurred recently, when Mr. Mayer married Miss Laura Gogreve, of New Orleans. Mr. and Mrs. Mayer have returned from their honeymoon spent in Asheville, N. C.

Max Guiraud, the Canal Street tobacconist, expects to open a lavish Christmas display of cigars and pipes on December 1.

Dave Frohlichstein, representing E. P. Cordera & Company, paid a pleasant visit to the trade on November 11, but was called away the same day on account of the death of his father-in-law in Meridian, Miss. By a coincidence, Emanuel N. Frolichstein, of the Frolichstein-Holberg Cigar Company, of Mobile, Ala., Dave's brother, was in the city on the same day.

Liggett & Myers' contest to find the most popular student in Louisiana and Mississippi has become quite warm recently. Voting booths have been installed at the principal cigar stores in the city. Package fronts from "Fatima," "Oasis," "Favorite" and "Piedmont," "Picayune" pouches, "King Bee" and "Duke's Mixture" bags are being accepted as votes.

The success obtained by the Hernshiem Company in popularizing their "King's Court" cigars is due in a large measure to the sanitary features of that brand. "King's Court" is wrapped in tin foil and besides is enclosed in a special box almost hermetically sealed. They are manufactured in a light and sanitary factory, which is scoured once a week from top to bottom with hot water. In summer a blazing torch is regularly inserted into every nook and cranny of the factory and eats up every possible scrap of dirt. The girl employees have separate lockers, and are required to observe all rules of cleanliness.

A. J. B.

Revenue Officers Seize Thousands of Cigars

Unstamped cigars to the number of 63,000 were recently seized by Internal Revenue officers in the store of Elvira Eorea, 2340 Atlantic Avenue, Brooklyn, N. Y. It is alleged that Miss Eorea secured the cigars from a factory which adjoined her store.

Cleveland

Manufacturers Feel Business Improvement—Sam Klein Stores Meeting With Success—L. B. Shields Calling on Trade Again—Hi Hammer Off for Florida

Cleveland, O., November 28, 1915.

RETAIL dealers are looking forward to January 1st, when we will have a change of city administration. They expect the new administration will be a little lenient in regards to games of chance, such as the dice box and raffle cards. It has been five or six years since any game of chance has been played openly.

Siegel Brothers, Prospect Avenue cigar dealers, have installed a Liggett & Myers premium station for the convenience of their patrons, which will undoubtedly be a good asset to their business.

H. Hammer, of Corrall Wodiska Company, has left for Florida, to be gone until about January 15th, when he expects to get back into the harness for next year's business.

H. M. Stace, popular cigar dealer of the "Heart of Cleveland" district, has taken on the Mutual Profit Sharing Coupon. David A. Schulte, of New York, is back of Mutual Coupons, and expects to place them with a few more live dealers in the city. Mr. Stace believes in the old saying, "The early bird gets the worm." He is very much pleased with the results they have already brought him in increased business.

George Reichert, of the Annex Cigar Store, corner Chestnut and East Twelfth, reports business is very good. Mr. Reichert is one of the new comers in the cigar game. He has been in his present location about a year and a half, and has built up a very nice business through his courteous manner and carrying an up-to-date stock.

W. J. Hallaner, Melachrino representative, has just returned from a very successful trip through the northwestern part of the State.

James B. Smithurst, who for a number of years conducted a retail store at the corner of West Twenty-fifth and Clark Avenue, is introducing the "Camel" cigar in the city, their local jobber, S. Mechalovitz Company.

Business among the manufacturers is on the boom. They are all complaining about the scarcity of help. They are all working overtime and Sundays trying to keep up with the demand for holiday goods.

Bert Smith, of the Shields-Wertheim Company, has been in the hospital at Aurora, Ill., for the past ten days, but expects to be back on the job in a short time.

L. B. Shields, who has been ill for the past few weeks, is out calling on the trade again.

Fred Witte, 1840 Euclid Avenue, has a very attractive and novel window display of "La Gerda" cigars this week.

Morris Glecksman, of the Leader News and Star Theatre Cigar Stores, informed the writer that business was never better, and he is looking forward to one of the biggest holiday businesses of his career.

Fred Golmar, of the Golmar Cigar Company, who has been on the sick list for the past few days, is back on the job again.

According to local jobbers, the holiday packages being turned out of the new factory of Julius Fernbach & Company, 2910-12 Indiana Avenue, Chicago, Ill., on the company's popular "Cyrilla" brand, are attractive and various. This brand is said to enjoy a splendid reputation in this vicinity.

Tampa

Manufacturers Discuss Belief That Color of Wrapper Indicates Strength of Cigar—Manufacturers Working to Capacity on Holiday Goods

Tampa, November 24, 1915.

AT a recent meeting of the Cigar Manufacturers' Association held in the German Club, there came up for discussion the fact that among smokers of clear Havana cigars, there is prevalent among many the belief that a light wrapper is typical of a mild cigar, and vice versa. Inasmuch as the manufacturers know that such a belief has no foundation, and that the wrapper makes no difference in its relation to the mildness or strength of the cigar, they are of the opinion that something should be done at once to counteract the influence which such a misunderstanding is bound to entail.

Right here, it might be suggested that co-operative work on the part of the manufacturers and dealers in educating the smoker relative to the true facts, would result beneficially to both. It would tend to readjust a situation which is too apt to be one-sided. Co-operative advertising by the manufacturers of Tampa would not only enlighten the consumer, and dissipate an illusion which has been created relative to light and dark wrappers, but it would give rise to a demand for brands that heretofore have been neglected owing to a prejudice which never had any foundation.

Recently on the "Olivette" from Havana, there arrived at this port a shipment of 1992 bales of tobacco. This is stated to be the largest tobacco shipment here in many weeks.

In a communication recently sent to Hayes H. Lewis, collector for the district of Florida, by L. F. Spear, deputy commissioner of internal revenue, cigar manufacturers are informed that in the event of their buying out other cigar manufacturers, they will not be allowed by the internal revenue law to utilize the latter's unused boxes or take them on their own premises, until their factory cautions and brands have been affixed. We quote in part from the letter received by Collector Lewis:

"In reply you are advised that a cigar manufacturer who purchases the unused cigar boxes of another manufacturer should not be permitted to take such unused cigar boxes bearing the old manufacturer's caution notice, label and factory brand on his bonded factory premises until his own caution notice label and factory brand have been respectively affixed and burned in each box and the old manufacturer's caution notice label and factory brand completely erased. It will not be permissible to change the number only in the old manufacturer's caution notice and factory brand by pen or pencil.

The Tampa-Cuba Cigar Company has so many orders on hand that they are compelled to work nights and on Sundays.

Capacity business is still reported by the majority of manufacturers.

Perfecto.

Louis H. Rosenberger

Cards have been sent to the trade by the Chicago Box Company announcing the death of Louis H. Rosenberger, secretary of the company. Mr. Rosenberger was only thirty-one years old, and although ill for some months, his death came as a shock to his many friends. William H. Rosenberger, brother of the deceased, is president of the Chicago Box Company.

New Tobacco Revenue Rules Issued

New regulations regarding the inventories to be made by cigar and tobacco manufacturers on January 1st next were issued recently by the Bureau of Internal Revenue. The inventories are to be verified by the collectors or their deputies. Instructions were given the collectors to deliver a copy of the new regulations by December 15th to each manufacturer of tobacco, snuff, cigars, or cigarettes registered in their respective districts. The regulations provide:

"The making of true inventories is of the greatest importance. Too much stress cannot be laid upon the necessity for their accuracy. No claim of failure to make a true inventory—in which certain tobacco was not included—submitted in response to notice to show cause against assessment for omitted tax on apparent deficiencies shown in an examination of a manufacturer's account will be entertained.

"In making the required inventory on January 1st next, manufacturers should observe carefully the following instructions:

"1. All tobacco material in the factory should be segregated according to the classifications provided in the inventory blank.

"2. Each class of tobacco should be weighed separately and all unstemmed tobacco stored off the bonded factory premises, for which permission has been granted by the commissioner, must be included in the inventory. Each entry made in the inventory blank should be compared with the entry made of same in the manufacturer's revenue book, which should correspond.

"3. Tobacco dust, siftings, sweepings and waste on hand shall not be included in any class of tobacco except that in cigar manufacturers' inventory form 70-B, same may be reported under the head of 'waste' only.

"4. A list should be made of the weight and marks of each unopened hogshead, case or bale or other package of tobacco, and all broken packages or loose tobacco within the factory should be included in such list with a sufficient description of same for identification by the deputy who will call to verify the inventory and also of all unstemmed tobacco stored off the bonded factory premises. Such list should be made on the back of the inventory form or preserved on separate sheets of the same size and attached thereto.

"5. An accurate record should be kept of the quantity of each class of tobacco (in the condition in which inventoried) used after the inventory is taken to the date of the visit of the deputy calling to verify the same."

More Than Twenty Million Pipes Made Here Annually

Over 20,000,000 smoke pipes are manufactured annually in the United States. The wooden pipe is probably more distinctly national than any which finds its way into the markets. Ranging in between the aristocratic meerschaum and the plebeian clay, it is rarely expensive, while at the same time its manufacture calls into existence a considerable industry. The roots of the mountain laurel and rhododendron are most generally used for pipe making, they being selected for the purpose on account of their durability, hardness, and the light polish which they are capable of taking. They are found throughout the Southern States generally—the best material is said to come from North Carolina and is sent to the market in large pieces, which vary in size from that of a man's fist to the dimensions of a good sized keg. The material costs from $40 to $60 per ton, the price depending upon the quality of the wood. In addition to the domestic material used in pipe making, immense quantities of briar root blocks are shipped into this country annually from southern France and Italy.

Motor Car for "Flor de Jeitles"

The marked popularity and steadily increasing demand in Chicago for the "Flor de Jeitles" cigars, manufactured by Jeitles & Blumenthal, Limited, has necessitated the Thorwart & Roehling Company, of that city, devoting two motor delivery trucks solely to the work of local distribution there.

The favor with which this brand has met is ascribed to unvarying quality and uniformity, rather than extensive advertising. The same gratifying results with the "Flor de Jeitles" are reported by jobbers wherever this brand has been placed. The "Flor de Jeitles" is proving to be one of the standard selling brands.

New Factory to Supply "San Telmo's" Demand

No better evidence of the unparalleled prosperity of Detroit right now can be found than the scarcity of labor of all kinds. In no industry is this shortage more apparent than that of cigar manufacturing. So much so that the San Telmo Cigar Manufacturing Company, which operates two plants in Detroit, employing over 1500 people, has found it necessary within the past few weeks to open a third factory in Cincinnati, O., simply because they could not get sufficient help here to take care of their rapidly expanding business.

Detroit's position in the cigar trade has been won solely through the merit of the goods. This is true of both 5- and 10-cent goods, the highest standards, both in workmanship and quality of tobaccos used being exercised in their manufacture. As a result the marketing of their product has become a secondary consideration to such concerns as the San Telmo Cigar Manufacturing Company, with whom the question of producing enough goods to take care of their various distributors' demands from all parts of the country has become the most vital factor of their business.

German Troops Feel Scarcity of Tobacco

German newspapers tell of a serious scarcity of tobacco in Germany and Austria and the high prices of cigars and cigarettes as a result. The war has greatly affected the importation of tobacco, and a cigar has now become a luxury in Berlin and other cities.

This situation is said to be a hardship for the soldiers at the front, who have found tobacco a great solace in the monotonous trench warfare. In an effort to alleviate these conditions an appeal is being prepared to the United States and other neutral countries to send cigars and cigarettes, which will be forwarded to the soldiers as Christmas gifts. The majority of the male population of Berlin has pledged itself to forego the pleasure of smoking and to reserve the cigars and cigarettes usually smoked by them for the troops. The men under Field Marshal von Hindenburg are said to be suffering considerably because of lack of tobacco and special efforts are being made in Berlin to send them an adequate supply before the Christmas holidays.

DIRECTORS OF CUBAN TOBACCO ORGANIZATION

From left to right are, standing: Maximilian Stern, Antero Prieto Gonzalez, Lorenzo Sanchez Alfonso, Manuel Muniz, Manuel Lozano, Saturnino Miguel (Casin), Bruno Diaz, Jr., and Florencio Suarez (Bailarin). Seated: J. F. Berndes, Angel Gonzalez del Valle, Manuel Suarez Cordoves, Leslie Pantin, and Rene Berndes, the newly elected secretary.

Cuban Packers and Dealers Dine

The members of the Association of Leaf Dealers, Packers and Growers of Tobacco, of the Island of Cuba, tendered a breakfast, in recognition of the valuable services rendered to the Association, by its re-elected President, Manuel A. Suarez y Cordovés, and to the ex-Treasurer, Leslie Pantin, and ex-Secretary, Angel Gonzalez del Valle.

The same took place on the 14th inst., at the Tropical Brewery Garden, in Puentes Grandes, and about 300 members with their ladies, and a number of invited guests seated themselves at the tables, tastefully arranged with flowers, situated at the Dream Hall (Palacio El Ensueño).

The collation was plentiful, including the famous arroz con pollo (chicken with rice), and besides the celebrated dark Munich beer, there were three different classes of wine, one of which was Veuve Cliquot. The luncheon was quite a success, as speeches were tabooed, but there was an animated conversation, and the greatest good feeling and harmony prevailed.

Later on there was dancing among the renowned "Mamoncillo" tree by the younger element. Photographs were also taken in numbers, and we present to our readers one taken by the board of directors, which may be interesting to the readers of "The Tobacco World," who know Havana by their visits.

Oretaniv.

George W. Abbot Dead

George W. Abbot, one of the oldest commission merchants in Boston up to his retirement from active business a few years ago, died recently at his home in Cambridge. Mr. Abbot was born in Leominster eighty-seven years ago, and early entered business in Boston, associating himself with a commission house which has been in existence for more than one hundred years and with which his father and uncle before him had been connected.

The house originally was known by the firm name of Oliver, Borland & Abbot and was located in Kilby Street. Subsequently the name became S. L. Abbot & Company, and for the past eighty years it has done business under the name of George W. Abbot & Company. Today this house is located at 42 Battermarch Street.

Originally the firm dealt largely in cotton and other products of the South, but of late years its business has been principally in tobacco. Mr. Abbot's immediate relation to the house covered a period of seventy-five years.

For twenty-five years Mr. Abbot lived in Boston, but later moved to Cambridge, where the family has since resided. His survivors are a son, Walter L. Abbot, of Manchester, and a daughter, Mrs. W. E. Chamberlin, of Cambridge. Mr. Abbot's wife, who was Miss Isabella C. Annable, of Boston, died last July.

The Cuban Market

From Our
Exclusive Bureau
Perseverancia No. 8

Havana, Cuba.

Havana, November 23, 1915.

BUSINESS has been exceedingly active during the past fortnight, the principal buyer, the Cuban Land and Leaf Tobacco Company, has purchased alone 20,000 bales, although the same have not all been registered yet, only a trifle over 12,000 bales being included in the total of the sales of the fortnight.

Remedios has been king again in the transactions made, and which consisted of all classes, from the lowest grade to first capaduras. Of Vuelta Abajo principally only colas and puntillas, or other low grades were inquired for, with the exception of a few filler vegas from last year's growth, which were acquired by American cigar manufactures. In Partido only wrappers and "Resages" were dealt in.

We have had only few arrivals of buyers from the United States, but a large Canadian cigar manufacturer made some liberal purchases. Our commission merchants, however, continued to operate, for account of their customers, besides there was the Spanish "Regie" and some exporters for the neutral countries in Europe, who purchased freely.

Our local cigarette manufacturers are humming with activity, and as they are using up a big quantity of raw material, they are forced constantly to replenish their stocks by fresh purchases of leaf. If the present activity should continue only for a short while longer, there might arise a fear of a corner in all good tobaccos, but fortunately for the late comers, we have heard of the generosity of a few leaf dealers, who declared that, although they were asked to sell all of their holdings, refused to accede to this request, as they wanted to save something of their stocks for their regular, faithful customers, who each year had patronized them, and if they could not reserve as much as they were in the habit of buying, they would give them at least half of the usual quantity. One party also stated to us, that he would not charge them any higher price than the current one, excepting a small advance to allow for the shrinkage in weight. These are noble expressions of consideration, although on the other hand, they only conform to the saying: "That one hand washes the other." In the end this is the right business policy, which is bound to bring its reward to the people, who practice the same in reality, and who intend to remain in business for some time to come, and who do not want to become suddenly rich.

The planting season is now in full swing, but as usual we have heard some complaints of too much rain during the last week, which have destroyed some seed beds. That the crop may be rather short in quantity seems to be the universal opinion, but otherwise it is foolhardy to speculate upon the outcome in a general way.

Sales during the fortnight totaled 23,044 bales, which divided represented: Vuelta Abajo 3895, Partido 839, and Remedios 18,310 bales.

Buyers were: Americans 10,075, Canadians 2377, exporters to Europe 3131, to the North Coast of Africa 300, to the Canary Islands 231, to the South American Republics 528, and our local manufacturers of cigars and cigarettes 6402 bales.

Exports of leaf tobacco from the port of Havana during the past two weeks, ending November 16, totaled 14,691 bales, which were distributed to the following counties, viz.: To all ports of the United States 8301, to Canada 493, to the United Kingdom 170, to France 570, to Denmark 995, to Sweden 3100, to Oran and Algiers 300, to the Canary Islands 231, to Panama 3, to the Argentine Republic 428, and to Uruguay 100 bales.

Receipts of Leaf Tobacco from the Country

For two weeks ending November 18, 1915.			Since January 1, 1915.	
Vuelta Abajo	3,128	bales	113,040	bales
Semi Vuelta	944	"	18,372	"
Partido	255	"	14,958	"
Remedios	18,108	"	186,561	"
Oriente	47	"	8,321	"
Total	22,482	"	Total 341,252	"

Buyers of Leaf Tobacco That Come and Go

Arrivals—From Philadelphia: E. A. Calves, of E. A. Calves & Company.

From Chicago: Abe Landfield, of the Randall-Landfield Company.

From Tampa: José de Armas, of José de Armas.

From Key West: Luis Martinez, president of the Luis Martinez Havana Company.

From Montreal, Canada: Maurice Davis and E. H. Harris, of S. Davis & Sons, Ltd.

From Rotterdam: A. J. van den Corput, of A. J. van den Corput.

Departures—To Tampa: José de Armas.

To Chicago: Abe Landfield.

To Montreal: Maurice Davis and E. H. Harris.

Cigars

Considering that the European war has not ended yet, we might say that business is fair at present, as nearly all of our factories are working upon good order slates, but we must not forget that we are in the height of the rush for the holidays. The question therefore is, what will happen after the Xmas orders shall have been filled, shall we be able to count upon a steady, regular trade for the United States and Great Britain, or will there be a sensible decrease? The illusive hope that the United States might consent in a new reciprocity treaty to increase the allowance upon our cigar importations, has been abandoned at least for a good long while to come, owing to the deficit in the United States Treasury, and which is casting about to increase even the taxes upon the American tobacco industry. Besides, the proclaimed high pressure activity at Tampa does not consist of the former high-priced sizes, but is made up to about half of the cheap 5-cent goods, and which surely is a sign that the people at large cannot afford to spend as much money on their smokes as before the war. Under these circumstances how can we expect to increase our exportations to the United States? Our local daily press has been publishing some alarming articles about the doom which is impending upon our cigar industry, thanks to the enormous high protective duties levied upon the importations of our cigars in nearly all countries. Unless through reciprocity treaties with the principal countries we could again increase our exports, there seems to be no alternative except that the majority of our small factories close down their establishments. There will remain a few of the renowned and rich manufacturers, but the rest may have to quit.

Partagas is rushed with orders for the present, and is working under full steam for all the principal countries of the world.

Romeo y Julieta is also well supplied with orders, and is turning out more cigars than last year.

H. Upmann is doing a good business for the United States, England and also to Canada, although the latter country is far from being prosperous in the importations of our cigars.

Por Larrañaga continues to turn out a big quantity of high-priced cigars, and the orders on hand guarantee plenty of work for its cigarmakers.

Sol and La Devesa de Murias are doing well at present as fresh orders are coming forward in fair quantities.

August Kuttnauer, the representative of the Punch factory, arrived here last week from the United States, in order to make plans for the next campaign.

Leslie Pantin was again one of our chief buyers, as he purchased close on to 5000 bales of leaf for his two Canadian customers, the Tuckett Cigar Company, Ltd., and S. Davis & Sons, Ltd., although he has not registered the whole of this quantity, it not being included in the total of sales during the past fortnight. We understand that both concerns have acquired each about half the number of bales, or say 2500 bales.

José C. Puente & Company were sellers of 2489 bales of leaf, which they had delivered in the last two weeks, although their sales amounted to a larger number of bales.

The Spanish Regie purchased 1500 bales in town and 500 bales in the country during the past fortnight.

Herrera, Calmet & Company disposed of 1257 bales of Remedios to their customers, which were carted away, although they also sold a bigger quantity.

J. F. Berndes & Company bought 915 bales of leaf for export, to their customers in the ultimate two weeks.

Manuel A. Suarez & Company delivered 827 bales of Vuelta Abajo to their customers.

Walter Sutter & Company purchased 924 bales of leaf tobacco of all kinds, and of which Abe Landfield secured 409 bales for his firm—Randall-Landfield Company.

Shippers of leaf tobacco from the port of Havana, above 200 bales, during the last two weeks were:

Abbreviated Co. in half-measure to save run-over

	Bales.		Bales.
Eduardo Acosta	1,300	I. Kaffenburgh & Sons	514
Virgilio Suarez	2,208	Maximilian Stern	485
Sobrinos de A. Gonzalez	1,500	Havana Tobacco Stripping Co.	478
A. J. van den Corput	925	Mark A. Pollack	444
J. F. Berndes & Co.	871	Manuel Suarez	388
Leslie Pantin	828	Menendez & Co.	307
Cuban Land & Leaf Tobacco Co.	752	Adolfo Moeller	271
J. Bernheim & Son	732	B. Diaz & Co.	263
		Walter Sutter & Co.	221
		José F. Rocha	213

Oretaniv.

Leaf Tobacco Notes

PENNSYLVANIA

Lancaster, Pa.

Not in many years have tobacco circles been given such a surprise as is being furnished through Lancaster County's 1915 crop. It was generally understood that there was to be no buying of the new crop until it was stripped, which would not be until December, but so rapid was the buying of the past week that already half the crop has been sold. Local packers believe the tobacco would not bring higher prices than those of last year, an average of scarcely 8 cents a pound for wrappers and 2 cents for fillers, but the tobacco already sold has been bringing 10 cents and 3 cents right through. As one big outside cigar concern is known to want 25,000 cases of Lancaster County's new crop, it is generally conceded that the tobacco yet unsold will bring equally as good prices. Some extra fine crops have brought 12 and 3 cents, and many growers are now demanding these prices.

KENTUCKY

Paducah, Ky.

Hogshead market has been very quiet for the last few weeks, there has been 50 hogsheads sold by the association (of the better grades of leaf) this week at prices ranging from 8¾ to 10 cents, average about 9½ cents. Nothing sold by independents that we know of.

Weather rather unfavorable for stripping of the new crop, very small per cent. of same has been stripped up to this time. There continues to be a few loads of tobacco offered for sale on the streets at Mayfield from day to day at prices ranging from 4 to 6½ cents for leaf and 2 cents for lugs. There is no one riding the country and trying to buy anything up to the present writing. We will have our first Loose Floor sale in Paducah next week.

Turkish Tobacco From South Africa

The production of Turkish tobacco in the Western Province of the Union of South Africa has developed with extraordinary rapidity, especially in the French Hoek Valley, where the soil and climate appear to approximate closely to the native conditions of the best varieties of Turkish tobacco. In several instances farmers have uprooted their vineyards in order to plant tobacco. The number of growers is about seventy, and the area under cultivation 530 acres, with a yield of 250,000 pounds annually. The average price for the 1913 crop was 40 cents per pound.

San Francisco

Trade Outlook Is Very Favorable—Shipping Facilities Hurts Philippine Trade—John Bollman Company Cigarette Factory to Cost $200,000

San Francisco, November 22, 1915.

THE really active season in San Francisco began rather late, but is turning out extremely well after all. The last few weeks especially have brought a marked improvement, not only here but all over the state, and retailers show a greater disposition to put in liberal stocks than for a long time past. Early in the year there was some anxiety lest the Exposition season be followed by a reaction, but from the general appearance of things now, it is believed that next year will be much better than the one now closing. Of course, the end of the Exposition will cause a little readjustment; a few of the local retailers will lose some transient trade, and some of the country towns will be busier, but the number of men employed in local industries is steadily increasing, with indications of a boom in many lines during the next year. Distributive trade with the mining districts has already revived, and promises to keep up in great shape, and now the first good showers have brought a feeling of great optimism all over the agricultural country. Moreover, with supplies of money piling up, the outlook is good for a general resumption of development work on the Pacific Coast, which will react most favorably on the trade.

The Manila cigar situation at this end is rather encouraging. At the local office of Henry W. Peabody & Company, the large importing house, it is said that the business has grown greatly during the past year, and the outlook is excellent, as the Southern markets are beginning to take very strongly to the Philippine product. They also note a good demand in nearby territory, and say the distribution is gradually extending in other parts of the country. Conditions in the Orient, however, are unsatisfactory to the Manila manufacturers, as shipping conditions make it difficult to make regular deliveries to any of their markets, and it is found that the consuming trade in British possessions, which has been a factor of some importance, is inclined to look with suspicion on Manila goods, owing to the Teutonic names of the leading owners of many of the factories.

Arnold Pollak, one of the old-timers in the local cigar brokerage business, says business has been good with him for the last year. Regarding the complaint that has been rather common in the trade during that time, Mr. Pollak says, "If you had been in the business forty years, as I have, you would know that there are a lot of people who are always kicking, no matter how good business is."

E. H. Cohen, advertising manager of M. A. Gunst & Company, has just returned from a six weeks' Eastern trip.

H. L. Judell, senior partner of H. L. Judell & Company, has been at business again the last few days having completely recovered from the illness which kept him at home for two or three weeks.

The John Bollman Company, local cigarette manufacturers, a few days ago, started a big newspaper campaign on their "Piedmont" cigarettes, using papers in several of the leading cities.

G. Davis, sales manager for Bondy & Lederer, was in the city recently, visiting H. L. Judell & Company, the local distributors.

Alexander Herbert, vice-president of the Philip Morris Company, is due here within the next week.

Mr. Kohlberg, of El Paso, Tex., manufacturer of the "Safety First" cigar, has been spending some time at the Exposition, accompanied by Mrs. Kohlberg.

Plans have been finally completed for the big cigarette factory which the John Bollman Company, of this city, expects to build at Fourth and Brannan Streets. The estimated cost is about $200,000. It is expected that work will be started very shortly.

Isidor Frolich, traveling in the interest of the "Bachelor" cigar factory, is spending a few days with Glaser Brothers, who handle the line in this vicinity.

The local cigar factory of Frankel, Gerdts & Company is extremely busy at present, having a lot of orders for holiday packages, in addition to the regular staple business, which has picked up in fine shape this fall. Mr. Frankel regards the exhibit of the company at the Exposition as a great success in every way.

Henry Esberg, accompanied by Messrs. Hull and Bauer, of the Theobald & Oppenheimer branch of the United Cigar Manufacturers, arrived here a few days ago from the East, having spent some time in Los Angeles.

J. D. Van Buren, of the office force of S. Bachman & Company, has returned from an extended vacation.

The announcement recently made regarding the local agency for the "La Rodena" cigar was erroneous. The line will be handled here by D. de Bernardi & Company.

Arthur Meyer, Coast representative of Bustillo Brothers & Diaz, is making a trip to the Northwest, via Salt Lake City.

M. J. Schwab, a cigar dealer, of Dayton, O., was a recent visitor in San Francisco.

H. F. Adams, the Benson & Hedges cigarette representative, is visiting San Francisco for a few days, after a trip among the northern trade. Mr. Adams was ill for some time recently, but shows no effects of it now.

A. V. Jockel, who spent about a fortnight here in connection with the placing of the "Ruy Lopez" line with H. J. Kieser, of this city, has returned East. It is understood that arrangements have been completed for a strong campaign in this line.

Allen.

Sam Klein Doing Things

Among the cigar dealers who are doing things in Cleveland is Sam Klein, proprietor of two stores, No. 1, located at the corner of Euclid Avenue and East Sixth Street; No. 2, in connection with the Weber Cafe, two of the busiest spots in the city. Mr. Klein is not a new comer in the cigar game, he has been in the game practically all his life. For years he has been connected with the Louis Klein Cigar Company. Prior to April 1st, when he took over the above two stores, Mr. Klein has surrounded himself with two of the ablest crews of assistants in the city. In Store No. 1 will be found Mr. Lewis Weinberg, U. S. Dunn and C. L. Brokenshire, while No. 2 is taken care of by Ed. Weinberg and B. Fitzgerald, more familiarly known among the boys as Fitz. Among Mr. Klein's leaders will be found such well-known brands as the "Corina," "Perfecto," "Garcia," "Charles the Great," "Cortez," "Baron de Kalb," "Optimo," "La Saramita" and "Klein's Hand Made," manufactured for him by the Shields-Wertheim Company.

Dick.

Swiss Soldiers and Tobacco

A Swiss commission has recently made an investigation of the effect of tobacco on the army. The Swiss troops have had to do no fighting, but they have had some rather grievous mobilization, camp and maneuver experience. The commission's verdict is that the Swiss soldier who smokes displays a much greater endurance than the non-smoker. He is more cheerful and bears hardship with more equanimity.

Amsterdam's Sales to United States

(Consul Frank W. Mahin, Amsterdam, Netherlands, in "Commerce Reports.")

The declared value of the exports from the Amsterdam consular district to the United States during the quarter ended September 30, 1915, was $1,659,350. For the corresponding period of 1914, the value was $7,818,565; of 1913, $6,549,854; of 1912, $6,192,825. The lower value this year is more than accounted for by a slump in tobacco exports. In the September quarter of 1914, the declared value of the tobacco shipped from the Amsterdam district to the United States was $4,654,758; this year, in the corresponding three months, it was only $966,336—a difference of $3,688,422.

It should be noted, however, that tobacco shipments during July—September last year were more than twice the usual value for the third quarter, the value in previous September quarters being about $2,000,000. The very great value last year is explained by the statement from tobacco dealers that when the war broke out all tobacco belonging to Americans which was in Amsterdam was immediately sent to the United States.

The relatively small export of tobacco to the United States in the quarter just closed was due to several causes, as explained by dealers. Tobacco bought by Americans in March, April, and May, 1915, was sent immediately to the United States instead of being divided into shipments during July, August, and September, as in other years. This immediate shipment last spring accounts for the fact that in the June quarter the value of the tobacco exports to the United States was 25 per cent more than in the June quarter of 1914.

Other reasons for the lower value of the tobacco exports are the relatively small crop and poor quality of the tobacco which was marketed—this being the growth of 1914. Prices for the varieties bought by Americans were about the same as last year, though the quality was inferior. Dealers state that Americans take the best qualities, and that this year the quantity thereof was too small to supply their usual orders. One dealer says that there has not been a crop for thirty years so "bad" as the one sold this season; but the promise for next year is said to be excellent on account of very favorable reports from the crop now growing in the Dutch East Indies.

Conference to Discuss Crop Reporting Agencies

Tobacco Boards of Trade and tobacco warehouse companies will be invited to a conference to be held at Washington, D. C., on December 16 to discuss the mooted question of a reorganization of the tobacco crop reporting agencies of the Government. The subject has been studied by an Inter-Departmental Committee.

Representatives of the tobacco industry are to confer with the members of this committee in regard to legislation to be recommended to Congress. It was announced today that the tobacco warehouse interests of Cincinnati and the Tobacco Boards of Trade of Hopkinsville, Paducah, Maysville, Mayfield, Henderson and Owensboro, Ky., and Dayton, Ohio, are to be invited.

The Inter-Departmental Committee already has decided that it would be advisable to repeal the Cantrill law under which semi-annual censuses of leaf tobacco stock are taken by the Census Bureau and place the collection of all tobacco information under the Internal Revenue Bureau.

Less Restriction on Exported Tobacco

Tobacco shipments to the Netherlands may be made without restrictions, according to information in the Department of Commerce. It is no longer necessary to ship tobacco consigned to the Overseas Trust, which has hitherto been the official consignee of nearly all shipments to the Netherlands. This information was received by the Department in a cable from Commercial Attache Thompson, who is now at The Hague. The cable said:

"Tobacco may be shipped to Holland without consignment to the Overseas Trust."

Treasury Officials to Oppose New Taxes on Tobacco

Officials in the Treasury Department at Washington, D. C., familiar with the collection of tobacco taxes will throw their influence against new taxes on tobacco if the Secretary of the Treasury, in his search for new sources of revenue, should ask their advice. No official will, of course, talk for publication in advance of knowledge of what Mr. McAdoo will recommend.

The argument is made that the internal revenue taxes on tobacco, as well as on distilled liquors, have been established for so long that the trade has become used to them, business practices have become settled and there are relatively few attempts to evade them. If higher taxes are imposed and the price of tobacco should fall at the same time, the odium of forcing down the price would, it is felt, fall upon the party in power, and this is a burden which it does not wish to assume.

If new taxes must be placed on tobacco, however, officials in the department believe for purposes of easy and certain administration they should be confined to chewing and smoking tobacco.

Annual Report of Imperial Tobacco Company of Canada

The annual report of the Imperial Tobacco Company of Canada for the year ended September 30, 1915, shows net profits of $2,313,425, after deducting all charges and expenses for management, etc., as compared with $2,580,034 the previous year. Out of this amount, the company paid $481,800 on the preference stock of the company and $1,350,125 on the ordinary stock. The balance sheet of the company follows:

ASSETS

Real estate and buildings	$1,390,465
Plants, etc.	914,738
Good will and patents	26,816,802
Investments	44,958
Merchandise	6,172,069
Accounts payable	1,920,074
Cash	520,469
Total	$38,179,575

LIABILITIES

Capital stock	$35,032,500
Premium on preferred shares	240,836
Capital surplus	101,579
Accounts payable	386,413
Reserve funds	754,437
General reserve	803,000
Profit and loss	860,810
Total	$38,179,575

United Drug Company Declares Extra Dividend

The United Drug Company has declared the regular quarterly dividend of 2 per cent. on the common stock and an extra dividend of 1 per cent. on the common; also, the regular quarterly dividend of 1¾ per cent. on the preferred stock, all payable December 1, to stock of record November 15.

THE TOBACCO WORLD REGISTRATION BUREAU

The Tobacco World, established in 1881, has maintained a Bureau for the purpose of Registering and Publishing claims of the adoption of Trade-Marks and Brands for Cigars, Cigarettes, Smoking and Chewing Tobacco, and Snuff. All Trade-Marks to be registered and published should be addressed to The Tobacco World Corporation, 236 Chestnut Street, Philadelphia.

One Dollar for each title must accompany all applications. In case title or titles cannot be registered owing to prior registration, same will be returned immediately, less our usual charge for searching and return postage, or it will be credited if desired.

☞ Positively no responsibility assumed for errors, duplications or any controversies which might arise. We will not under any circumstances act in a legal capacity in cases concerning disputed titles. We maintain a bureau of records only.

REGISTRATIONS.

LADY HOLTE:—31,215. For cigars. November 9, 1915. Louis C. Wagner & Co., New York, N. Y.

SELECT ARTICLES:—31,216. For cigars. November 11, 1915. Henry Hoklas & Sons, Peoria, Ill.

T. U. S. HAND MADE:—31,217. For cigars. November 12, 1915. I. C. DePugh, Norristown, Pa.

KELLY'S KIDS:—31,218. For cigars, cigarettes, stogies and tobacco. November 12, 1915. W. H. Snyder & Son, Windsor, Pa.

EUROPEAN HOSPITAL:—31,219. For cigarette papers. November 15, 1915. C. A. Voultsos, Worcester, Mass.

BY HECK:—31,220. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. November 16, 1915. Pasbach-Voice Litho. Co., Inc., New York, N. Y.

AL-GEO:—31,221. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. November 16, 1915. Harris Brothers, Atlantic City, N. J.

JESSIE COLTON:—31,222. For cigars, cigarettes and tobacco. November 17, 1915. Geo. W. Richardson, Oiron, Ill.

LENOX SUCCESS:—31,223. For cigars. November 18, 1915. M. Bronstein, New York, N. Y.

CUBAN COMFORT:—31,224. For cigars. November 19, 1915. J. W. Strieder Co., Boston, Mass.

HEART OF CLEVELAND:—31,225. For cigars, cigarettes and tobacco. November 20, 1915. Neumann & Mayer Co., Philadelphia, Pa.

1033:—31,226. For cigars. November 20, 1915. John P. Snader, Akron, Pa.

GARCIA DE ORO:—31,227. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. November 22, 1915. Enterprise Cigar Co., New York, N. Y.

LOTTA MILES:—31,228. For cigars. November 22, 1915. Petre, Schmidt & Bergman, Philadelphia, Pa.

ALA-FLA-GA:—31,229. For cigars, cigarettes and tobacco. November 22, 1915. Neumann & Mayer Co., Philadelphia, Pa.

LIBERTY FIRST:—31,230. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. November 22, 1915. C. A. Diehl, Chicago, Ill.

SAN PAZ:—31,231. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. November 23, 1915. Pasbach-Voice Litho. Co., New York, N. Y.

LANCASTER CHAMBER OF COMMERCE:—31,232. For cigars, cigarettes, stogies and tobacco. November 24, 1915. Frank G. Schwartz, Lancaster, Pa.

BUCHANAN CABINET:—31,233. For cigars, cigarettes, stogies and tobacco. November 24, 1915 Frank G. Schwartz, Lancaster, Pa.

Order Lost Through Failure to Quote Charges

Manufacturers seeking to build up an export business in pipes, smokers' articles, etc., will find it worth while to quote c. i. f., or at least go to the trouble of advising prospective purchasers as to the probable or approximate freight and other charges, according to the "Commerce Reports" which report the following experience of dealers in Bradford, England.

Recently Bradford dealers received samples and prices of tobacco pipes manufactured in Missouri, but as the prices were f. o. b. factory it was practically impossible for the firms, despite their interest in the matter and all the assistance this office could give them, to ascertain the freight rates. Shipping firms offered to cable to New York for the information, but any rates so obtained would only be for that date. Moreover, the Missouri firm gave their prices in dollars and cents, and in one case this caused the matter to be laid aside.

The Sale of Cigar Lighters in Spain

There would probably be no market in Andalusia for any cigar lighter that operates by turning a wheel with the thumb. These lighters were formerly seen, but are now considered old-fashioned, being superseded by Austrian and other makes in which by thumb pressure on a knob the lid flies up and produces the spark that lights the gasoline.

To be salable in Malaga a cigar lighter should be about 2¼ inches long by 1½ inches wide and ¼ inch deep—about the size of an ordinary silver match box—that can be carried conveniently in the lower waistcoat or trousers pocket, and not of the shape of a fountain pen and carried like one in the upper waistcoat pocket with the handle showing.

The sale of matches in Spain is a Government monopoly, so that no device by which their purchase is avoided is permitted unless a tax is paid. Consequently each cigar lighter that is openly offered for sale must bear the Government mark stamped on it showing that the tax of 2 pesetas gold (or 38 cents) has been paid.

The best wax matches sold at the estancos (stores where only tobacco, matches, and stamps are for sale) in the south of Spain are poor in quality and cost almost 2 cents for a box containing 50 matches—a prohibitive price for the poorer classes of Spaniards, who have very limited means; cheaper matches at 1 cent a box are even poorer quality. So that to avoid this expense many people manage to obtain and use cigar lighters; but if a lighter does not bear the Government stamp it would be confiscated and the owner fined 10 pesetas (about $1.93).

Cigar lighters cost here, with the special tax paid, as follows: White metal or nickel, 5 pesetas (about 92 cents); silver, 12 to 25 pesetas (about $2.22 to $4.63).

The usual terms obtained from European manufacturers are three to four and sometimes six months from date of bill of lading, and sometimes from date of receipt of goods.

A gaslighter would be a novelty in Spain, especially one with a round file; however, the same tax of 38 cents would probably be required on each one sold, and possibly also on each renewal of the file, even though it cost only 5 cents. Furthermore, while every man here smokes cigarettes, comparatively few people use gas for lighting or cooking, so that the market for these lighters would be extremely limited.

(The names of those who sell cigar lighters in Malaga can be obtained on application to the Bureau of Foreign and Domestic Commerce and its branches; refer to file 68,399. Correspondence with Malaga firms must be in Spanish to be of any use.)—"Commerce Reports."

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ADLER & MYERSON, INC.,
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POSITION WANTED—Five years' experience as cigar salesman, also long experience in missionary work. Can handle territory alone on good five-cent cigar through jobbers. Must be salary and expenses. If "long shot" or necessary for me to advance expenses, do not answer. Best of references. W. A. Chatterton, care of Eldora Hotel, Wichita Falls, Texas.

Help Wanted.

WANTED—A general superintendent for a large factory. One who thoroughly understands all branches of manufacturing of both hand-made and suction-made cigars. Will only consider applications from one with plenty of previous experience. Position will be open January 1st. Address, Box 1-2-3, Tobacco World.

WANTED—Cigar brokers to sell our short-filler cigars on commission basis. Prefer men who handle only five-cent and ten-cent goooods, besides our line. We guarantee duplicates. Correspondence solicited. J. W. Gohn Cigar Co., York, Pa.

EXPERIENCED DECORATOR will arrange for displays in cigar store windows in Philadelphia. Box 888, "Tobacco World."

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HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 E. 78th St., New York. 9-1-tf

FOR SALE—Remedios Havana shorts, pure and clean. **Guaranteed A-1** or money refunded. Fifty cents per pound. **Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.**

Trade in Cigarettes and Tobacco in Shanghai, China

There was keen competition in the cigarette business, chiefly represented by British registered companies, managed largely by Americans, and the Japanese tobacco monopoly interests. The imports of cigarettes increased nearly $1,500,000 during the first six months of 1914, but the decline in business following the European war reduced the advance for the entire year to only slightly over one-third of that amount.

The importation of leaf tobacco, mostly all from America, declined from 4,328 tons in 1913, valued at $1,482,144, to 3,468 tons in 1914, valued at $1,143,030.

In addition to the leaf tobacco imported mostly from America, it may be said that the bulk of the tobacco used in making the $5,510,757 worth of cigarettes imported into Shanghai during 1914, also came originally from American growers.—"Commerce Reports."

New Pacific Line to Benefit Philippine Commerce

An official announcement has been made regarding the new Pacific steamship company which has been formed in Holland under the name of the Java-Pacific Line, and the first steamer of which will be dispatched from Batavia, Dutch East Indies, on December 15, for San Francisco. There will be four boats on the run, giving practically monthly sailings. The average capacity of these boats will be from 10,000 to 12,000 tons. The Java company's boats will carry a limited number of first-class and steerage passengers. The boats of the other lines will probably carry only steerage.

The companies interested in the new Pacific service are the Java-China-Japan Line, the Nederland Royal Mail Line, and the Rotterdam Lloyd Royal Mail Line. The first-mentioned company will furnish two of the boats and the two others one each. If the business warrants, other boats will be added later.

The inauguration of this service is no doubt due in some considerable measure to the efforts of the Government of the Philippine Islands, as it was necessary to relieve the difficulties which resulted from the withdrawal of the Pacific Mail by inducing other lines to include Manila among their ports of call. The San Francisco Chamber of Commerce has likewise been deeply interested in the extension of the Java Line to the Pacific Coast.

Ten or twelve years ago, the Java-China-Japan Company considered the advisability of extending its service to Vancouver, but it was deemed then that the conditions did not warrant an Oriental-Pacific connection. Following the withdrawal of the Pacific Mail, and as a result of the abnormal freight rates, it was decided that all interests would be materially benefited by the new service.

NEWMANN & GACH - **Fancy Connecticut Wrappers and Havana our Specialty** - **Chicago**

CHOIR OF ZION SINGS OF TOBACCO HORRORS WHILE VOLIVA STAGES DRAMA OF "DEVILS WEED"

Overseer Expectorates in False Whiskers and Inverts Cuspidor on Deacon's Head—Entire Performance Very Realistic

Chicago, Ill.

WHILE Wilbur Glenn Voliva, remains overseer of Zion City, the inhabitants will not lack for entertainment and "strong" drama. Recently he proved that in addition to his other doubtful accomplishments he is no "slouch" at staging realistic drama and that he has some histrionic ability as well.

Zion Tabernacle, on Michigan Avenue, was the scene of the latest publicity stunt of the overseer, and he "cut loose" all his talents in a tirade against the use of tobacco.

Voliva took a text for his performance from the Book of Job, xi, 39—"Lord, by this time he stinketh."

He gave the dramatic touches by doning a false white beard and expectorating well masticated coffee beans into it. He inverted an unlovely cuspidor over the head of a deacon, and then acting the part of "grandpa" who chewed and allowed the saliva to saturate his beard, he had a small girl come on the platform and call him a "stinkpot".

The first impersonation related to Voliva's boyhood days, wherein a venerable Sunday school teacher came to the church with a generous quid tucked away in his cheek. By way of illustration Voliva donned an expansive white shirt bosom and a gray beard. Eleven boys appeared on the platform to represent the Sunday school class. As he taught he expectorated freely with more or less accuracy into a tin cuspidor.

In closing the act Voliva said, "If any of you ladies have husbands who expect you to empty the spittoon, wait until he comes home and stick it down on his head."

And suiting the action to the word he jammed the juicy vessel down on the pious head of an unsuspecting deacon.

"Tobacco," explained the overseer, "was planted by the devil. The devil did that to corrupt vegetation and men." And as Voliva continued his invective against the "devil's weed," the choir sang nicotineous parodies upon popular hymns. The first one, which was called "Smoking the Weed," was somewhat as follows:

I.

Smoking the weed by the daylight fair,
Smoking the weed by the noonday glare,
Smoking the weed by the fading light,
Smoking the weed in the solemn night.

Chorus.

O what shall the harvest be?
O what shall the harvest be?
Sowing the seed of a poisoned brain,
Sowing and reaping both palsy and pain,
Forging the chains of your slavery.
Sure, oh, sure will the harvest be.

II.

Smoking in faces of ladies fair,
Poisoning all the God-given air;
In coaches and cars where the ladies ride,
The room of the sick and the house of the bride.

III.

Chewing the weed by the morning light,
Chewing all day and far into the night,
Defiling all places—the high and the low—
The stairway, the carpet, the beautiful snow.

Following this song the impersonator again entered, this time wearing a wig and flowing white whiskers. He chewed coffee beans with apparent delight and proceeded to the cuspidor, where he spat out about a pint of well masticated grounds, while the residue trickled down his white beard.

Presently a little girl stepped upon the platform to kiss "grandpa" represented by Voliva in the wig and flowing beard. "Grandpa's" beard by this time was well saturated with the coffee grounds. He invited the little girl to "come kiss "Grandpa," but the maid hesitated.

Then, with dramatic expression, Voliva said, "Why don't you want to kiss grandpa?"

And with becoming coyness, the little maid repeated her well learned speech, "Because you've been chewing nasty tobacco and you're a stinkpot."

This closed the performance.

Strictly neutral observers are of the opinion that Voliva has missed his calling.

Tobacco Crop Report for November 1st

The tobacco yield estimated at 797.3 pounds per acre, which is 26 pounds less than the 10-year average yield and 48 pounds below that of last year, indicates a crop of 1,050,000,000 pounds, 15,000,000 above last year's crop, and 54,000,000 greater than the 5-year average.

Yields are below average in the New England belt, particularly the northern section, near average in the New York and Pennsylvania fields, slightly above in Maryland, Virginia, and West Virginia, slightly below in North Carolina and considerably below in South Carolina, somewhat above in Ohio and Illinois and below in Indiana, and markedly low in Wisconsin, the crop in the latter State having suffered severely from frost. The Kentucky and Tennessee crops are very nearly average.

The quality of the crop throughout the United States is 82.6 per cent compared with a 10-year average of 86.6 per cent, and the lowest since 1901. The low condition is particularly marked in New England, South Carolina, and Wisconsin, as due principally to the lack of favoring weather and sunshine in New England, to shortage and low grade of fertilizer in South Carolina, and to frost in Wisconsin.

Embry Tobacco Company Has 1915 Packing Ready

According to the Embry Tobacco Company, of Quincy, Fla., the 1915 packing of Florida shade-grown leaf, is one of the best ever produced. This company states that it now has its 1915 packing ready for the trade and that reports indicate that it is of an excellent character. The Embry Tobacco Company calls attention to the fact that its packing is the largest in its history.

Shattuck Creditors to Get Ninety Per Cent

Edward J. McMahon, receiver of the M. E. Shattuck Cigar Company, filed a report in Worcester, Mass., recently recommending payment of the expenses incidental to the receivership and the payment of 90 per cent on all claims of creditors.

Mr. McMahon was appointed receiver following an equity suit for dissolution of a partnership brought by John H. N. Schuermann as administrator against William Nevill. Charles T. Tatman as counsel for the defendant and Frederick B. Spellman as counsel for the plaintiff, assent to the recommendation of the receiver.

"Business Is Booming" Say Salesmen

More than 800 National Cash Register Company salesmen, representing every city in the United States and Canada, attended a Big Prosperity Convention at the factory in Dayton, Ohio, November 8-10.

Every available hotel room was leased by the company for the occasion, and dormitories were erected in the office building to handle the overflow.

"Business is booming" was the slogan of the meeting.

At the first session, following an address by John H. Patterson, president of the company, in which he predicted that the country was about to experience the greatest era of properity in its history, a poll was taken of the salesmen.

They were asked to tell the condition of agriculture, mining, industry, commerce, and finance in their respective territories. Of the entire 800, over 95 per cent. reported that every one of these five lines had improved tremendously in the last six months.

The major part of the time at the convention was spent in discussing new selling methods, general store efficiency, how to train clerks, trim windows, etc. One subject on which special stress was laid was that of store systems. In this connection, the methods by which the smaller stores may compete successfully with the department stores were determined. It is the desire of the company, it is said, that its salesmen become experts in retail merchandising, so that they may be able to be of the greatest possible service to storekeepers everywhere, from the smallest to the largest.

A large number of talks were made by merchants, who were invited to the convention from many cities of the country.

The World's Standard Cigar

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Our Capacity for Manufacturing Cigar Boxes is Always Room for One More Good Customer
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Rail Road Mills Snuff, Est. 1825
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ALL OF THE OLD ORIGINAL
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Strong, Salt, Sweet and Plain Scotchs
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Partido y Vuelta Arriba

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Figuras 39-41, Cable "CUETARA" Havana, Cuba

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FLAVORS FOR SMOKING and CHEWING TOBACCO
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Make tobacco mellow and smooth in character and impart a most palatable flavor

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Write for List of Flavors for Special Brands

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Established 1834

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Formerly of CALIXTO LOPEZ & CO.

Packers and Importers of VUELTA ABAJO TOBACCOS **90 Wall St., New York**

THE MOEHLE LITHOGRAPHIC CO.

CLARENDON ROAD & EAST 37TH ST. BROOKLYN, N.Y.

CIGAR LABELS & BANDS

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CIGAR LABELS OF HIGHEST QUALITY — CIGAR BANDS, SHOW CARDS, FOLDING BOXES, ETC.

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257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.

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EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY

These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in THE TOBACCO WORLD. No bogus Advertising admitted.

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The Acknowledged Leader Among Mild Sumatra Wrapped Havana Cigars

The Original and Genuine

Central Union

Smoking Tobacco in a New Cut

Packed in a Pocket-proof Package

1½ ounces—5 cents

United States Tobacco Co.
RICHMOND, VA.

BACHIAS

Havana Cigars

For Men of Means

Renowned for Uniformity

IDENTIFIED BY THE GREEN AND GOLD BAND

R. A. BACHIA & CO.

47 West Sixteenth St. New York

Quality Paramount

CELEBRATED

H. UPMANN CIGARS

H. UPMANN HABANA

Strictly Independent Manufacturers

CHAS. LANDAU

Sole Agent for United States and Canada

82 Wall Street - New York

Board of Trade Bldg., Montreal, Canada

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Holiday Number

DECEMBER 15th

1915

Leading Features

Cigars Show Heavy Decrease for Calendar Year of 1914 According to Internal Revenue Report

Tobacco Merchants' Association in Headquarters and Ready for Business

The Gotham Retailers' Xmas Windows

What Is the Life of a Cigar

The Holiday Window Trim

A "La Saramita" Display

Retail Rinkles

Trade Letters of Vital Interest From All Sections

Latest Reports From the Cuban Market

Latest News of the American Leaf Tobacco Markets

Registration of New Brands of Cigars, Cigarettes, Tobacco, Etc.

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PUBLICATION OFFICES: 236 Chestnut Street, Philadelphia

F. C LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

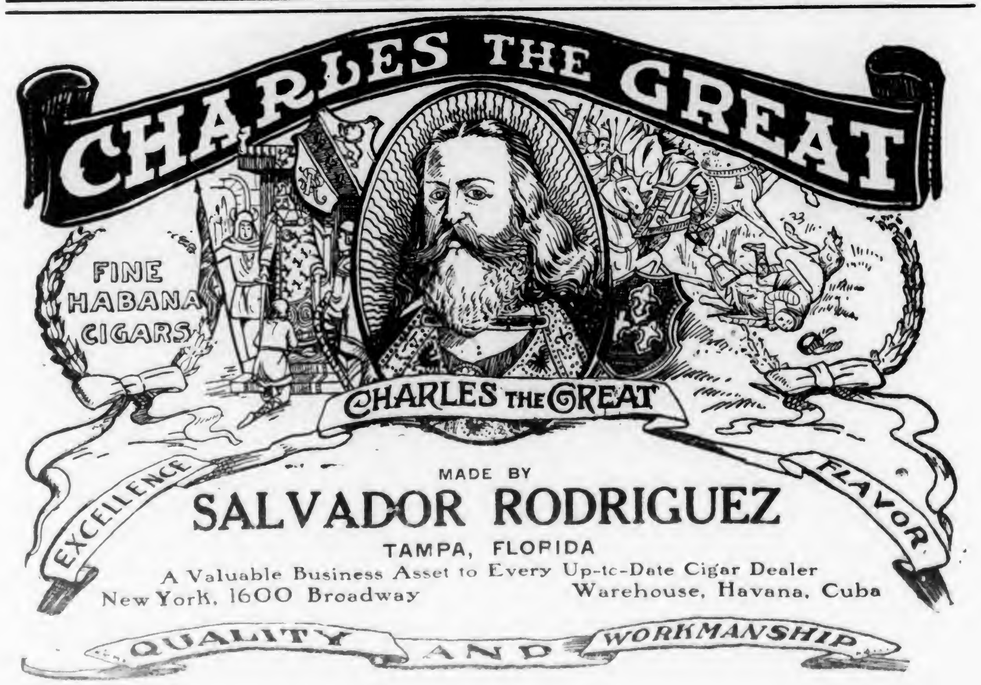
TRADE MARK
Reg. U. S. Patent Office

Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue



SOL HABANA

Behrens & Co.

Havana, Cuba
Consulado 91-93

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always a little better than Havana's Best

LA DEVESA DE MURIAS HABANA

Best Quality Best Known

EDEN

The Cigar Without a Peer

Calixto Lopez y Cia
Habana

New York Office— 257 Fourth Ave.

TWO NEW SIZES

SINTOMA

10c CIGAR

Blunt and Club, in the popular 10-top $\frac{1}{20}$-packing. Same real Portuondo quality at the right price. . . . . .

Juan F. Portuondo

Cigar Mfg. Co., Philadelphia

If you are a Wise Jobber

You will buy your stogies direct from the factory. Otherwise you pay the agent's or broker's commission. We do not employ brokers or agents.

YOU CAN GET EXCLUSIVE CONTROL

of one of our stogie brands because we sell only one jobber in a territory. Our goods are selling on their merits and are bringing duplicate business.
Try OUR Stogie Brands.

"Columbus 1492" Retail 3 for 5c.
"Columbus Dutch Tops" Retail 2 for 5c.

Write for territory to

COMMERCIAL CIGAR COMPANY, Newark, Ohio

For Gentlemen of Good Taste

SAN FELICE 5 FOR GENTLEMEN OF GOOD TASTE

San Felice CIGARS

The Deisel-Wemmer Company
LIMA, O.

F. C LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

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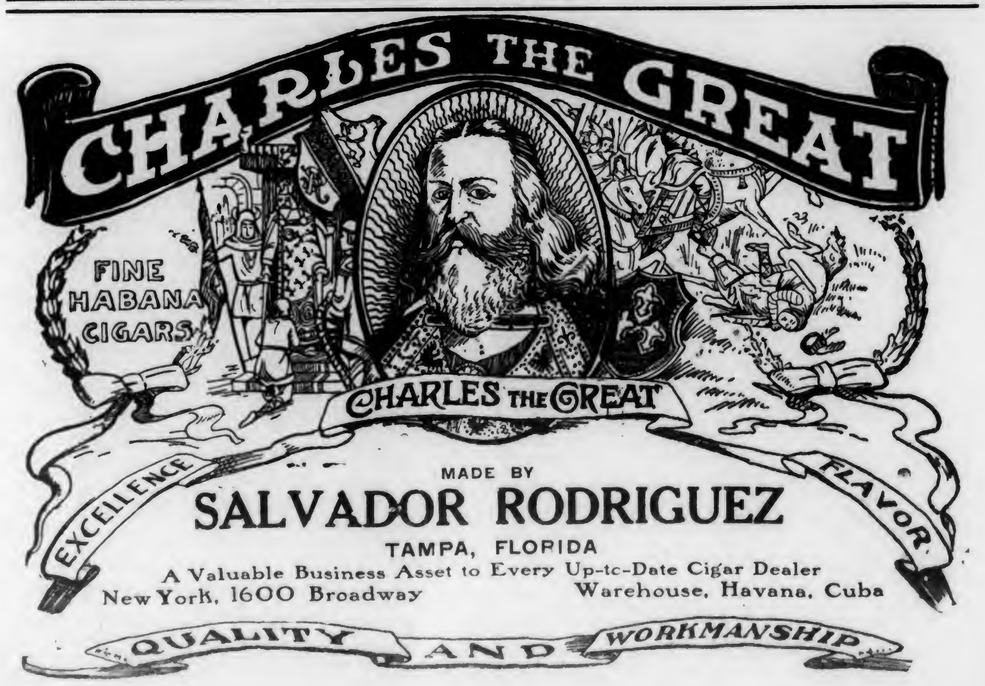

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LIMA, O.

INTENTIONAL SECOND EXPOSURE

CHANCELLOR

The Acknowledged Leader Among Mild Sumatra Wrapped Havana Cigars

HONESTLY ADVERTISED NOT MISLEADING

LA SARAMITA

Broadleaf
Wrapped
Havana
Cigars

Real Havana
Tobacco
Skillfully Blended

Pre-eminent
by Comparison

THE SHIELDS-WERTHEIM COMPANY, Cleveland

EISENLOHR'S
Cinco
CIGARS.

Greeting to the Trade

We desire to extend to everyone at this Holiday Season, our heartiest good wishes for a Merry Yuletide and a Joyful and Prosperous New Year, and also to express our sincere appreciation of and thanks for the liberal patronage accorded us during the year now drawing to a close.

Otto Eisenlohr & Bros.

Philadelphia, December, 1915.

Made at our Newark, N. J., Factories

ROCKY FORD

HAND MADE - NICKEL CIGAR

We also manufacture at our several Pittsburgh factories, a very attractive and extensive line of cigars and stogies to retail at 2 for 5 cents, and 3 for 5 cents. Our leaders

"FAMOUS" and "FLAG HEADS"

Write for full information

UNION AMERICAN CIGAR CO.

General Offices. PITTSBURGH, PA.

THE

Key West Cigar Factory

Factory No. 413, KEY WEST, FLA.

Office and Salesroom:
43 to 47 W. 33d St., New York

PIPER Heidsieck

CHEWING TOBACCO

Champagne Flavor

Every leaf of ripe, golden brown tobacco used in "PIPER" is carefully selected from Nature's choicest crops, clean, sweet and mellow. Our workmen are experts at blending the richness through the plug. "PIPER" is made as carefully as a pure food —it is wholesome, healthful, satisfying tobacco.

The world-famous "Champagne Flavor" of "PIPER" has added a rich, wine-like tang to the tobacco which is supremely delicious. This wonderful flavor of "PIPER" is found in no other tobacco.

Sold by dealers everywhere in 5-cent cuts and up—also in the new 5-cent and 10-cent slide boxes and in handy 10-cent tin boxes.

The American Tobacco Company

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE 222 PEARL STREET NEW YORK
FACTORY TAMPA FLORIDA
WAREHOUSE LEALTAD 129 HAVANA

Graham Courtney

"MILD HAVANA BLEND"

They Lead the Leaders

26 SIZES

Acker, Merrall & Condit Company

135 West 42nd Street, New York

HAVANA CIGARS

ROMEO Y JULIETA

The Leader in all the World's Markets

U. S. Representative: Wm. T. Taylor, 93 Broad St., N.Y. City.

Whip Ready Rolled Tobacco

Past Success Plus Present Performance

SELL "WHIP"

First success is bad for some people. They're too liable to rest on their oars. We Pattersons are not that kind. We have scored many national successes but we have kept right on experimenting.

And now—after thirty years—we're ready to state that "Whip" is the sum-total of all tobacco goodness that Patterson genius can make it. It is the best smoking tobacco we ever made—also the mildest.

5c one-ounce tins. 10c two-ounce tins, and in handsome green pottery Patented Self-Moistening 1-lb. Humidors.

M. C. PATTERSON, President
PATTERSON BROS. TOBACCO CO., Inc.
Richmond, Va.

Also makers of 'QUEED'—the big 2½ oz. ten-cent tin—a little better than most 2-oz. ten-cent tobaccos. You will find it a good seller.

Larrañaga Nacionales

Seleccion de Banquetes

This is the acme of refinement in the packing of cigars.

Each cigar is packed in an individual box, and therefore, every guest opens his own box, the cigar reaching his hands exactly as it was packed at the factory.

For dinners, banquets, society events, clubs, hotels and individuals; if orders are placed early enough, may have each little box inscribed with the name of the host, monogram or the dedication of the event thereon, which would add a touch of refinement to the function.

Packed in beautiful cedar boxes containing one hundred cigars.

Por Larrañaga
FÁBRICA DE TABACOS

New York Office
J. V. FLANIGAN
156 Fifth Ave.

Havana, Cuba
Carlos III, No. 225

G. S. Nicholas & Co.

41 and 43 Beaver Street, New York

DIRECT IMPORTERS of the highest grades of Cigars manufactured by the

Independent Factories of Havana

all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

Price List Mailed Upon Request.

E. H. GATO CIGAR COMPANY

FOR FORTY YEARS THE STANDARD — By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla. — New York Office: 203 W. Broadway

T. J. DUNN & CO.

Makers of

The New Bachelor Cigar

401-405 E. 91st Street, New York

DIAMOND JOE TRADE MARK CIGAR FACTORY ESTABLISHED 1850

BEST THAT SKILL, ENERGY AND MONEY CAN PRODUCE

H. FENDRICH, Maker, EVANSVILLE, IND.

5c CIGAR

FLOR DE MELBA

THE HIGH NOTE OF QUALITY

THE cigar that is giving dealers big business everywhere.

In quality of tobacco and workmanship FLOR DE MELBAS are equal to the finest imported cigars.

A full line of MELBAS in your store is a credit to your business judgment

All sizes 3 for a quarter to 25c. straight

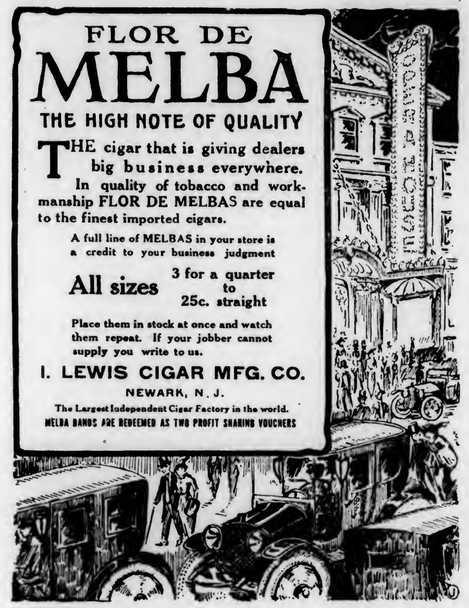
Place them in stock at once and watch them repeat. If your jobber cannot supply you write to us.

I. LEWIS CIGAR MFG. CO.

NEWARK, N. J.

The Largest Independent Cigar Factory in the world.

MELBA BANDS ARE REDEEMED AS TWO PROFIT SHARING VOUCHERS



In Closing the Year

1915

We take pleasure in Offering Our Thanks to the Trade for the many considerations granted us, and Extend Our Sincere Wishes for a Season of Great Happiness.

"44" Cigar Company

INCORPORATED

PHILADELPHIA

SANCHEZ Y HAYA

Factory No 1

Tampa. Fla.

A New Brand from Old Number 1.

Samples now ready for

"IGNACIA HAYA" Brand

These goods are the last word in fine cigars made from the choicest "Vuelta Abajo" tobacco, under U. S. Government bond inspection. 8 sizes only—Cigars to retail for 2 for 25c. to 25c. each.

Package and goods show quality and class in every detail.

"La Flor de Sanchez y Haya" have always been leaders in their field. Better than ever.

SANCHEZ Y HAYA, Tampa, Florida

EL GENIO

Clear
Havana
Cigars

Made in Tampa, Fla.

P. Verplanck & Co.
263 Fourth Ave. New York

You can't make a man out of a boy by puttin' him on stilts. An' no process will ever make tobacco mature. You got to let Nature do it her own way.

Velvet Joe

HOW do you suppose the "bite" gets into a tobacco leaf? *Nature,* of course.

How do you suppose the bite can be taken out? *Nature,* of course.

Nature's way—slow, careful ageing—is the way. That's why VELVET ages for not less than two years. Huge wooden casks protect the leaf. *Out* comes the natural harshness, commonly called "bite." *In* stays the natural flavor and aroma.

And VELVET *starts right* by being the pick of the Burley crop—considered unequaled tobacco for the pipe.

What are *you* smoking?

Liggett & Myers Tobacco Co.

10c Tins
5c Metal-lined Bags
One Pound Glass Humidors

One of the VELVET advertisements in national magazines that is making smokers buy VELVET in preference to any other brand.

CHRISTMAS

The Magnum package of PALL MALL famous cigarettes is now ready for distribution. 200 cigarettes — 100 cork tipped and 100 plain ends in special holiday wrapping

This unique packing is specially designed to be served at social functions. It affords opportunity to friends or guests to exercise their preference for either cork or plain

The Magnum package will be advertised widely on December back covers of numerous magazines

Also Library packages of 100 PALL MALL famous cigarettes may be had in special Christmas wrapping this year as usual

The demand will be very large. Place orders with your jobber at once

Why Is It Necessary To Advertise
the Imported Sumatra?

The REASON:

American Sumatra Tobacco

Grown by

AMERICAN SUMATRA TOBACCO CO.,
142 Water Street, New York

THE year 1915 has been an exceptionally successful one for us, **Havana Ribbon** sales far surpassing our most sanguine expectations. For this very satisfactory condition we have our jobbers and dealers to thank, as it was their loyal co-operation, combined with quality of the brand, that brought results.

We thank our many friends in the trade, and sincerely hope that the **New Year** will bring a full measure of success to all, and that the highest ambition of each and every one will be fully realized.

BAYUK BROS. CO.

Are Your Customers "Cashing In" their Hamilton Coupons?

IF you will drop in at any one of our 600 Premium Stores in the United States—any day between now and Christmas—you will learn a lesson in sales promotion that will surprise you.

The hundreds of thousands of dollars in standard merchandise which we are distributing to collectors of **Hamilton** Coupons, are a convincing record of faithful, effective service which today influences the biggest market reached by any single advertising or sales promoting system in existence.

¶ **Write for facts and figures and start the New Year with a new "punch" in your business.**

The Hamilton Corporation
GEORGE B. CALDWELL, President
2 W. 45th St. New York City

Over 1000 Dealers in New York During 1914 Stocked

MI FAVORITA
CLEAR HAVANA CIGARS
The flower of perfect tobacco manufactured in bond has maintained "Mi Favorita" Clear Havana Cigars at the forefront of all brands. Quantity shipments from factory.

MI FAVORITA CIGAR CO., Inc.
Key West, Fla. 529 West 42nd Street, New York
"The Park & Tilford Standard"

We extend the Season's Greetings

To Our Friends and Customers

Jeitles & Blumenthal, Ltd.
Philadelphia

ESTABLISHED 1867
Y. Pendas & Alvarez
WEBSTER
CLEAR HAVANA
CIGARS
Our Motto: "QUALITY"
Office and Salesroom, - 801-803 THIRD AVE.
NEW YORK CITY

M. MELACHRINO & CO., Inc.
EGYPTIAN CIGARETTES
You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes
M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe
GRAND DEPOTS OF M. Melachrino & Co., Inc. {London, 8 Regent St., S. W. / Capetown, South Africa} Calcutta, 10 Government Place / Alexandria, Rue Cherif Pacha} CAIRO, Head Office and Factory / Hamburg, 18-20 Grosse Bleichenfleet
AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD PRICE LIST UPON APPLICATION
214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXV. PHILADELPHIA AND NEW YORK, DECEMBER 15, 1915. No. 24.

INTERNAL REVENUE REPORT FOR CALENDAR YEAR OF 1914 SHOWS HEAVY DECREASE IN CIGAR PRODUCTION AS COMPARED WITH 1913

Little Cigars Come Back With a One Hundred and Fifteen Million Increase---Cigarettes Make a New High-Water Mark With an Increased Production of One and One-Quarter Billions---Materials of All Kinds Show Decrease of Nearly Five Million Pounds---Cigar Factories Less by Three Hundred and Eighty-Three

For the Calendar Year of 1914

Output of Large Cigars	**7,174,191,944**	**Decrease**	**397,315,890**	**Leaf Used for Production of Large Cigars**	**153,954,271 Pounds**
Output of Little Cigars	**1,074,699,103**	**Increase**	**115,289,942**	**Leaf Used for Production of Little Cigars**	**4,803,186 Pounds**
Output of Cigarettes	**16,855,626,104**	**Increase**	**1,299,933,443**	**Leaf Used for Production of Cigarettes**	**62,116,966 Pounds**

THE economies of war times have made themselves felt in the tobacco trade and this no doubt largely accounts for the decrease of nearly 400,000,000 cigars manufactured in the United States in 1914, as against the production for the year of 1913, which showed an increase of more than half a billion over 1912.

Cigarettes continued their steady growth and the sales in 1914 showed an increase of one and a quarter billions.

A noticeable feature of the Annual Internal Revenue Report is another decrease of nearly five million pounds in all kinds of material used. In 1913 there was also a decrease of more than five million pounds of all kinds of materials used, making a decrease in the last two years of more than ten million pounds.

The full reports and tables of the Internal Revenue Department for the calendar year of 1914 follow:

The receipts from internal revenue taxes levied and collected on domestic and imported tobacco manufactures paid by stamps, and including collections by assessment during the fiscal year ended June 30, 1915, amounted to $77,470,757.18; the receipts from special taxes levied under the Act of October 22, 1914, amounted to $2,486,616.36, total collections, $79,957,373.54.

There were in operation at the close of the calendar year 1914, 16,754 cigar factories and 381 cigarette factories, this being a decrease of 383 cigar factories and an increase of 13 cigarette factories.

There were also in operation at the close of the last calendar year, 2432 tobacco and snuff factories, 2364 producing manufactured tobacco and 68 producing snuff, 3164 dealers in leaf tobacco, and 397 retail dealers in leaf tobacco.

The sale of unmanufactured leaf tobacco by retail dealers in leaf tobacco is gradually decreasing each year.

Attention is again called to the weakness of the statutes relating to the business of dealers in leaf tobacco, this subject having been treated of at length in the three previous annual reports. The recommendations made in said reports is renewed, namely, that every dealer in leaf tobacco should be required by law to give bond, the penalty of which shall be increased according to the quantum of business proposed to be done, the penalty to be fixed by the collector of the district with right of appeal by the dealer to the Commissioner of Internal Revenue with respect to the amount thereof. Every dealer in leaf tobacco should also be required to make a true inventory of stock on the 1st day of January of each year and to render report of transactions quarterly, monthly, or for such periods (and within ten days after the close of such periods) as the Commissioner of Internal Revenue may prescribe, who should also be given the power to assess for tax on tobacco not properly accounted for.

It is urged that manufacturers of cigars, manufacturers of tobacco, dealers in leaf tobacco, and peddlers of tobacco should be required by law to register only on commencement of business, and not annually on the 1st day of July, when special taxes on these occupations are not in force.

There was a further increase in the number of cigarettes weighing not more than three pounds per thousand manufactured and removed tax paid during the fiscal year ended June 30, 1915, the increase over the previous fiscal year amounting to 330,809,776 cigarettes, the receipts from the sale of stamps during the fiscal year ended June 30, 1915, showing 16,740,476,912 cigarettes tax paid.

Manufacture of Tobacco Products, Calendar Year 1914

The tables show by districts and States the number of cigar, cigarette, and tobacco and snuff factories in operation and opened and closed, the quantities and kinds of materials used and products manufactured. These tables are compiled for the calendar year for the reason that manufacturers' accounts are, necessarily, comprehended by the annual inventory required by law to be taken on the 1st day of January of each year.

The total number of cigar factories in operation at the beginning of the calendar year 1914 was 17,505; the number opened during the year was 3961; the number closed was 4331, and the number in operation at the close of the year was 17,135; which includes 368, 137, 124, and 381 cigarette factories, respectively.

The total number of cigars made weighing more than three pounds per thousand was 7,174,191,944, a decrease of 397,315,890 compared with the production for 1913.

The total number of cigars made weighing not more than three pounds per thousand was 1,074,699,103, an increase of 115,289,942 cigars, as compared with the production for the previous year.

The total number of cigarettes made weighing more than three pounds per thousand was 13,894,359, a decrease of 1,211,417 from the previous year.

The total number of cigarettes made weighing not more than three pounds per thousand was 16,855,626,104, an increase of 1,299,933,443 over the previous year.

The average quantity of unstemmed tobacco used in making 1000 cigars weighing more than three pounds per thousand was 21.45 pounds; in making 1000 cigars weighing not more than three pounds per thousand, 4.46 pounds; in making 1000 cigarettes weighing more than three pounds per thousand, 6.65 pounds; in making 1000 cigarettes weighing not more than three pounds per thousand, 3.68 pounds.

There were in operation at the beginning of the calendar year 1914, 2502 tobacco and snuff factories. There were opened, 457 factories; closed, 527; and in operation at the close of the year, 2432.

There were decreases of 1,172,959 pounds unstemmed leaf, 2,933,246 pounds stemmed leaf tobacco, 258,970 pounds scraps, cuttings and clippings, an increase of 44,103 pounds of tobacco in process, decreases of 621,822 pounds of stems and 1,288,169 pounds of licorice and increases of 959,610 pounds of sugar, and 322,380 pounds of other materials used in manufacturing tobacco and snuff as compared with the previous year.

There was a total decrease of 4,949,073 pounds of materials of all kinds used as compared with the previous year.

There was a decrease of 7,835,734 pounds of plug, increases of 1,093,550 pounds of twist, 26,574 pounds of fine-cut chewing, and 6,079,178 pounds of smoking tobacco and a decrease of 2,302,416 pounds of snuff manufactured as compared with the previous year.

Snuff was manufactured in twenty-three districts, the District of Tennessee produced 14,315,217 pounds, the Fifth District of New Jersey produced 8,140,441 pounds, the First District of Illinois produced 5,632,228 pounds, and the District of Maryland produced 2,051,412 pounds; the aggregate production of the districts named being 30,139,358 pounds out of a total production amounting to 30,595,640 pounds.

CIGARETTES.

Consolidated statement, by districts, showing the number of cigarette factories operated, the quantity of tobacco used, and the number of cigarettes made during the calendar year ended December 31, 1914.

State.	District.	Factories: In business Jan. 1, 1914.	Factories: Opened.	Factories: Closed.	Factories: In business Jan. 1, 1915.	Pounds of tobacco used in making cigarettes: Weighing more than 3 lbs. per 1000.	Pounds of tobacco used in making cigarettes: Weighing not more than 3 lbs. per 1000.	Cigarettes manufactured: Weighing more than 3 lbs. per 1000.	Cigarettes manufactured: Weighing not more than 3 lbs. per 1000.
California	1	7	2	1	8	181	772,036	15,600	237,836,35
Do.	6	3	1	1	3	8	1,023	1,300	441,015
Colorado		2		1	1		59		18,920
Connecticut		6	3	2	7	35	4,246	2,150	975,600
Florida		9	3	3	9		55,488		11,265,843
Georgia		2	2	1	3	17	275	720	73,840
Illinois	1	38	11	12	37	1,323	13,743	183,480	2,876,165
Do	5	1			1		40		23,000
Louisiana		2			2		2,853,088		866,138,465
Maryland		3	3	3	4	20	1,569	1,000	370,930
Massachusetts	3	27	11	8	30	2,500	70,317	109,560	22,102,041
Michigan	1	2			2		203		56,000
Missouri	1	3		1	2		27,331		6,270,090
Do	6		4	3	1		483		95,900
New Hampshire		1			1		116		35,000
New Jersey	1	2	2	1	3	5	276	500	86,795
Do	5	12	4	6	10	1,591	7,479,019	265,550	1,876,993,187
New York	1	30	8	3	35		9,356,191		2,384,291,180
Do	2	53	14	13	54	18,883	11,138,557	3,647,870	2,947,357,808
Do	3	97	44	37	104	64,959	7,445,956	9,411,360	2,659,011,887
Do	14	9	10	7	12	562	2,770	78,000	726,340
Do	28	2		1	1	124	5,978	3,100	2,147,890
North Carolina	4	2			2		9,267,548		2,306,171,280
Do	5	1			1		2,308,565		568,637,560
Ohio	1	1			1		77		3,000
Do	18	1		1			20		4,000
Oregon			1		1		66		14,600
Pennsylvania	1	41	12	16	37	2,192	330,512	174,169	95,810,823
Texas	3	4	1	3	2		1,023		559,296
Virginia	2	5			5		10,979,130		2,864,940,180
Do	6	1			1		1,158		260,000
Washington			1		1		103		31,113
Total		368	137	124	381	92,400	62,116,966	13,894,359	16,855,626,104
Calendar year 1913.					368	138,534	56,420,334	15,105,776	15,555,692,661
Increase					13		5,696,632		1,299,933,443
Decrease						46,134		1,211,417	

Pounds.

Average quantity of leaf tobacco used per 1,000 large cigarettes..... 6.65
Average quantity of leaf tobacco used per 1,000 small cigarettes..... 3.68

Consolidated statement, by districts, showing the number of cigar factories operated, the quantity of tobacco used, and the number of cigars made during the calendar year ended December 31, 1914.

State.	District.	Factories: In business Jan. 1, 1915.	Lbs. of tobacco used in making cigars: Weighing more than 3 lbs. per 1000.	Lbs. of tobacco used in making cigars: Weighing not more than 3 lbs. per 1000.	Cigars manufactured: Weighing more than 3 lbs. per 1000.	Cigars manufactured: Weighing not more than 3 lbs. per 1000.
Alabama		55	120,858		5,775,012	
Arkansas		16	56,019		2,558,914	
California	1	305	1,101,363		47,530,005	
Do.	6	113	318,167		14,303,203	
Total		418	1,419,530		61,833,208	
Colorado		109	382,990		17,009,751	
Connecticut		374	1,936,613	45	91,599,780	9,000
Florida		356	5,387,511		240,164,217	
Georgia		89	354,689		14,315,438	
Hawaii		2	4,617		182,329	
Illinois	1	1,269	5,221,605		237,727,698	50
Do.	5	111	476,447		23,862,854	
Do.	8	359	1,057,784		51,836,562	
Do.	13	158	348,577		16,627,759	
Total		1,897	7,104,413		330,054,873	50
Indiana	6	352	1,597,664		76,285,411	
Do.	7	113	2,166,883		94,898,379	
Total		465	3,764,547		171,183,790	
Iowa	3	336	1,885,040	106	87,272,808	20,000
Kansas		147	408,510	44	19,077,817	7,150
Kentucky	2	12	47,820		2,228,747	
Do.	5	61	871,092		40,282,225	
Do.	9	55	128,146		6,302,502	
Do.	7	11	47,770		2,115,706	
Do.	8	4	2,260		101,496	
Total		143	1,097,088		51,030,676	
Louisiana		63	908,488		44,838,713	
Maryland		340	3,126,591	1,907,716	132,781,285	436,757,130
Massachusetts	3	401	4,162,151	42	206,409,798	13,200
Michigan	1	470	6,454,799		302,148,183	
Do.	4	298	1,245,626		61,136,579	
Total		768	7,700,425		363,284,762	
Minnesota		352	1,445,894	9	66,545,946	3,000
Missouri	1	341	789,872		39,735,002	
Do.	6	135	498,744		22,245,516	
Total		476	1,288,616		61,980,518	
Montana		145	225,711		9,847,628	
Nebraska		132	602,635		27,814,431	
New Hampshire		176	1,221,568		56,504,930	
New Jersey	1	98	2,015,685		84,506,787	
Do.	5	399	11,429,965	425,464	492,671,782	119,129,290
Total		497	13,445,650	425,464	577,178,569	119,129,290
New Mexico		23	47,737		2,111,514	

State.	District.	Factories: In business Jan. 1, 1915.	Lbs. of tobacco used in making cigars: Weighing more than 3 lbs. per 1000.	Lbs. of tobacco used in making cigars: Weighing not more than 3 lbs. per 1000.	Cigars manufactured: Weighing more than 3 lbs. per 1000.	Cigars manufactured: Weighing not more than 3 lbs. per 1000.
New York	1	869	3,532,431	305,636	163,338,069	74,062,870
Do.	2	219	2,953,353	30,843	136,045,382	6,918,740
Do.	3	783	11,595,751	35,037	499,610,047	7,359,084
Do.	14	628	2,918,406	746	132,611,753	590,200
Do.	21	419	3,132,450		155,685,841	
Do.	28	497	1,131,703	10	53,881,873	2,200
Total		3,415	25,265,094	372,372	1,141,172,965	88,933,094
North Carolina	4	6	20,635		943,085	
Do.	5	15	407,131		16,117,079	
Total		21	427,766		17,060,164	
North and South Dakota.		73	252,946		12,038,796	
Ohio	1	343	3,817,648		174,228,640	
Do.	10	197	3,566,288		173,625,839	
Do.	11	161	2,386,080		129,861,130	
Do.	18	453	4,573,525	1,045	222,683,172	219,900
Total		1,154	14,343,541	1,045	700,398,781	219,900
Oklahoma		41	148,650		6,771,183	
Oregon		75	164,110		7,442,822	
Pennsylvania	1	959	17,545,445	1,939,393	773,135,990	397,999,889
Do.	9	1,563	18,438,040	582	831,323,223	197,100
Do.	23	399	6,534,739	19	369,778,916	4,050
Total		2,921	42,518,224	1,939,994	1,974,238,129	398,111,039
South Carolina		15	737,185	39	28,513,714	7,900
Tennessee		33	207,959		8,553,119	
Texas	3	72	427,389		14,576,095	
Virginia	2	46	5,588,474	115,476	323,382,568	23,060,350
Do.	6	35	141,608	40,934	7,254,255	8,428,000
Total		81	5,730,082	156,410	330,636,823	31,488,350
Washington		130	259,850		11,970,629	
West Virginia		108	2,777,137		157,069,032	
Wisconsin	1	587	1,793,749		84,071,178	
Do.	2	248	803,698		38,301,807	
Total		835	2,597,447		122,372,985	
Total, calendar year 1914..		16,754	153,954,271	4,803,186	7,174,191,944	1,074,699,103
Total, calendar year 1913..		17,137	158,755,358	4,230,400	7,571,507,834	959,409,161
Increase				572,786		115,289,942
Decrease		383	4,801,087		397,315,890	

Pounds.

Average quantity of leaf tobacco used per 1,000 large cigars 21.45
Average quantity of leaf tobacco used per 1,000 small cigars 4.46

Quantity of Tobacco and Snuff Manufactured.

Pounds.

Plug tobacco produced	156,502,776
Twist tobacco produced	15,987,339
Fine-cut chewing tobacco produced	10,961,100
Smoking tobacco produced	226,888,866
Total tobacco produced	410,340,081
Snuff produced	30,595,640
Total	440,935,721

Cigar Manufacturers.

Total number cigar manufacturers in business at the close of year 17,135

Classification of business.	Factories: In business Jan. 1, 1914.	Factories: Opened.	Factories: Closed.	Factories: In business Jan. 1, 1915.
Manufacturing:				
Large cigars exclusively	17,087	3,821	4,200	16,708
Small cigars exclusively	4	1		5
Small cigarettes exclusively	244	103	96	251
Large cigarettes exclusively		1		1
Large and small cigars	46	2	7	41
Large cigars and small cigarettes	20	4	3	21
Large and small cigars and small cigarettes	2		1	1
Small cigars and small cigarettes	5			5
Small cigars, small and large cigarettes	1			1
Small cigarettes and large cigarettes	96	29	24	101
Total	17,505	3,961	4,331	17,135

Operations of manufacturers of tobacco and cigars during the calendar year 1914.

Registered manufacturers of tobacco in business at close of year 2,432

Classification of business.	Factories: In business Jan. 1, 1914.	Factories: Opened.	Factories: Closed.	Factories: In business Jan. 1, 1915.
Registered as manufacturers for the purpose of buying and selling refuse, scraps, cuttings, and clippings	264	72	92	244
Registered as manufacturers for the purpose of disposing of old stock of manufactured tobacco,	18		7	11
Produced perique tobacco	64	5	2	67
Manufacturing plug tobacco exclusively	16		1	15
Manufacturing twist tobacco exclusively	20	2	1	21
Manufacturing smoking tobacco exclusively	1,959	352	403	1,908
Manufacturing snuff exclusively	36	3	2	37
Manufacturing two or more kinds	125	23	19	129
Total	2,502	457	527	2,432

Production of Manufactured Tobacco, Snuff, Cigars and Cigarettes During the Past Ten Calendar Years.

(NOTE.—These tables are compiled from an annual abstract statement of manufacturers' accounts, prepared by collectors of internal revenue for their respective districts at the close of each calendar year, and they relate exclusively to tobacco, snuff, cigars and cigarettes manufactured in the United States.)

Tobacco and Snuff Manufactured.

Year.	Plug. Pounds.	Twist. Pounds.	Fine-cut. Pounds.	Smoking. Pounds.	Snuff. Pounds.	Total Pounds.
1905	156,805,981	10,147,689	11,684,184	165,208,982	23,671,078	367,517,914
1906	165,069,127	11,680,674	12,742,345	175,664,091	26,115,285	391,271,522
1907	159,745,491	12,257,022	12,457,917	179,172,512	24,175,219	387,808,161
1908	164,712,863	14,476,730	12,086,725	192,229,890	24,035,738	407,541,946
1909	173,418,223	14,625,975	12,481,100	202,374,654	28,454,958	431,354,910
1910	174,352,625	14,580,022	12,857,930	214,056,402	31,445,178	447,292,157
1911	160,895,589	13,845,761	11,027,986	209,367,475	28,943,754	424,080,565
1912	160,248,195	15,531,133	11,006,561	217,330,409	31,363,651	435,479,949
1913	164,338,510	14,893,789	10,934,526	220,809,688	32,898,056	443,874,569
1914	156,502,776	15,987,339	10,961,100	226,888,866	30,595,640	440,935,721

Cigars and Cigarettes Manufactured.

Year.	Cigars. Weighing more than 3 pounds per thousand. Number.	Cigars. Weighing not more than 3 pounds per thousand. Number.	Cigarettes. Weighing more than 3 pounds per thousand. Number.	Cigarettes. Weighing not more than 3 pounds per thousand. Number.
1905	6,747,869,277	803,641,616	6,913,138	3,666,814,273
1906	7,147,548,312	989,751,253	10,742,354	4,501,254,783
1907	7,302,029,811	1,074,083,976	14,984,493	5,255,572,445
1908	6,488,907,269	1,072,512,540	17,668,772	5,742,832,524
1909	6,667,774,915	1,043,023,559	17,794,163	6,818,858,272
1910	6,810,098,416	1,118,135,635	19,374,077	8,644,335,407
1911	7,048,505,033	1,213,832,840	17,058,718	10,469,321,101
1912	7,044,257,235	1,055,191,495	16,600,384	13,167,093,515
1913	7,571,507,834	959,409,161	15,105,776	15,555,692,661
1914	7,174,191,944	1,074,699,103	13,894,359	16,855,626,104

Quantity of Leaf Tobacco Used in Manufacturing During the Past Ten Calendar Years.

Year.	Cigars. Large. Pounds.	Cigars. Small Pounds.	Cigarettes. Large. Pounds.	Cigarettes. Small. Pounds.	Tobacco and Snuff. Pounds.	Total. Pounds.
1905	127,101,452	3,449,290	60,452	13,371,341	314,524,931	458,507,466
1906	136,335,003	3,943,688	99,550	16,011,385	325,370,642	481,760,268
1907	142,554,647	4,971,198	131,238	18,498,212	320,729,538	486,884,833
1908	126,057,483	4,382,765	156,488	20,509,433	331,907,336	483,013,505
1909	132,259,693	4,410,407	156,558	23,558,287	344,325,030	504,709,975
1910	136,462,219	4,654,241	172,994	31,099,325	350,480,900	522,869,679
1911	144,680,920	5,236,325	151,897	38,446,231	346,544,032	535,059,405
1912	145,781,078	3,909,572	150,910	46,966,201	350,549,373	547,357,134
1913	158,755,358	4,230,400	138,534	56,420,334	338,870,673	558,415,299
1914	153,954,271	4,803,186	92,400	62,116,966	333,883,676	554,850,499

Interesting Comparisons, 1912-1913-1914

Some interesting comparisons are made herewith regarding the cigar and tobacco industry. The figures are taken from the Annual Internal Revenue Report of the respective years.

The four States producing the greatest number of cigars weighing more than 3 pounds per thousand, and the production of each during the calendar years of 1912, 1913 and 1914 are as follows:

	1914	1913	1912
Pennsylvania	1,974,238,129	2,103,080,684	1,962,460,574
New York	1,141,172,965	1,226,391,607	1,150,684,740
Ohio	700,398,781	711,142,443	655,376,164
New Jersey	577,178,569	546,018,599	499,343,142

The two districts showing the largest production of cigars are:

	1914	1913	1912
Ninth Pennsylvania	831,323,223	904,611,037	848,493,441
First Pennsylvania	773,135,990	810,475,456	748,555,111

The States showing the greatest production of little cigars (weighing not more than 3 pounds per thousand) are:

	1914	1913	1912
Maryland	436,757,130	478,545,850	521,646,210
Pennsylvania	398,111,039	236,486,050	244,610,690
New Jersey	119,129,290	145,145,440	*

The greatest production by districts is as follows:

	1914	1913	1912
Maryland	436,757,130	478,545,850	521,646,210
First Pennsylvania	397,909,889	235,833,680	243,734,840
Fifth New Jersey	119,129,290	145,145,440	76,427,940
First New York	74,062,870	40,915,620	§

The States of New York, North Carolina, Virginia, New Jersey, Louisiana, California and Pennsylvania, in the order named, show the greatest production of cigarettes weighing not more than 3 pounds per thousand.

	1914	1913	1912
New York	7,993,535,105	7,843,099,672	7,085,728,676
North Carolina	2,874,868,840	2,004,921,000	1,547,268,500
Virginia	2,865,200,180	2,628,466,670	2,586,596,180
New Jersey	1,877,079,982	1,977,478,530	
Louisiana	866,138,465	689,454,090	677,391,115
California	238,277,371	247,087,581	161,224,510
Pennsylvania	95,810,823	108,869,556	109,479,475

The three districts showing the greatest production of little cigarettes are:

	1914	1913	1912
Second New York	2,947,357,808	2,683,856,360	2,491,654,128
Second Virginia	2,864,940,180	2,624,719,670	2,578,487,780
Third New York	2,659,011,887	2,585,351,332	2,332,179,923

New York produced the greatest number of large cigarettes in the Third and Second Districts as follows:

	1914	1913	1912
Third New York	9,411,360	10,158,560	10,599,130
Second New York	3,647,870	3,403,040	3,388,760

The States of North Carolina, Missouri, Ohio, Kentucky, New Jersey and Michigan, in the order named, were the States reporting the largest manufacture of both chewing and smoking tobacco, the quantity manufactured in pounds being as follows:

	1914.	1913.	1912.
North Carolina	105,137,525	104,329,283	96,546,019
Missouri	72,186,556	76,130,566	73,216,606
Ohio	40,579,135	42,545,140	41,895,848
Kentucky	36,669,811	36,364,056	35,046,610
New Jersey	33,599,899	33,270,930	35,114,631
Michigan	28,835,794	27,744,025	25,578,282

The districts producing the largest quantity were:

	1914.	1913.	1912.
Fifth North Carolina	76,546,572	73,995,993	61,835,494
First Missouri	72,080,138	76,019,849	73,086,059
Fifth New Jersey	33,490,479	33,252,872	35,098,429
Fifth Kentucky	31,322,182	31,431,744	
Fourth North Carolina	28,590,953	30,333,290	34,710,525
First Ohio	28,121,952	31,512,083	32,729,121

* Virginia was third in 1912, with 132,660,630.
§ Sixth District of Virginia was third in 1912, with 128,312,980. Fifth New Jersey was fourth.
‡ First District of New York.

The Carrollton Tobacco Exchange Elects

At the annual meeting of the Carrollton Tobacco Exchange, held recently at Carrollton, Ky., the following officers were elected: A. J. King, of Liggett & Myers, president; A. J. Brodie, of the Reynolds Tobacco Company, vice-president; William Deatherage, secretary and treasurer.

R. M. Barker, A. J. Brodie and A. E. Casey were appointed on the Arbitration Committee.

Harry Ketchum, F. J. Weil and A. J. King were asked to serve on the Sales Committee.

F. B. Adcock was made supervisor of sales.

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RAWLINS D. BEST, Covington, Ky. ..... Secretary-Treasurer

Death of Moritz Stern

Moritz Stern, the veteran cigar manufacturer, whose factory was located on Pearl Street for some years before his retirement from business, died on Friday, December 3, at Mt. Sinai Hospital, in New York.

Mr. Stern had been in ill health for some months, and finally was compelled to undergo an operation, which proved fatal. He was sixty-eight years old.

The funeral services took place from his late residence, 269 West 113th Street on Sunday, December 5.

The Holiday Season

We heard a man remark the other day "This Christmas season is becoming such a pest." His mental state, to our mind, is in bad condition. Visions of Old Scrooge, and our boyhood horror of that character were at once flashed into our brain. We sincerely pitied him. He viewed the whole season in a distorted manner.

We know that it has been a bad year for him financially, but his business has brightened up materially in the glow of the coming Yuletide. We believe that the secret of his strange viewpoint is the absence of children in his home. Wealth is there, but no bairns. The pest to him is in indiscriminately handing out large sums of money, or valuable gifts to people in whom he has no active interest. If it were necessary for him to deny himself to do this, perhaps he might understand a bit, but he does not even enjoy the wonderful privilege of sacrifice.

If some one could get close enough to this man to enlist his sympathy and interest in many of the thousands of unfortunate cases which a beneficent Providence has placed in our midst for just this purpose, and allow him the opportunity of brightening some dreary home on Christmas, or relieving some pang of excruciating pain with his surplus gold, he might begin to understand, and perhaps on Christmas morn he might hear celestial voices chanting a Christmas carol, as did the shepherds of old, and understand that ancient message of "Peace on earth, good will to man."

If perhaps, you, too, are pessimistic about Christmas, look about you, forget yourself and your troubles, get into the spirit of toyland. It's a wonderful country at this time of year! You manufacture cigars—there the good fairies manufacture children's smiles. You manufacture smoking tobacco for men—there they manufacture great rays of hope for worn and depressed women. Journey into Toyland at Christmas time and your reward will be great, indeed.

The message of Christmas, the spirit of Christmas and the sacrifices of Christmas could never be a pest. They come like a panacea for selfishness; they reach the flintiest hearts; they teach the brotherhood of man and the Fatherhood of God.

May yours be a Merry, Merry Christmas.

Alexander H. Rutherford Dead

Alexander H. Rutherford, for many years prominent in the tobacco trade in Baltimore, and later a widely known banking man, died recently at his home near Amelia Courthouse, Va.

Mr. Rutherford was born in Richmond, Va. He was educated in private schools there and then went to Baltimore. In that city he entered the wholesale tobacco business with his cousin, A. T. Leftwich, and for twenty years they enjoyed success. When this firm was dissolved, Mr. Rutherford entered the banking business and for ten years was a leading figure in banking circles. Poor health brought his retirement, and he sought quiet and rest during his closing years at his home, Oak Hall, near Amelia Courthouse, Va.

Mr. Rutherford was sixty-four years old. He is survived by a widow, three daughters and a son.

$601,987—United's Big Saturday Record

The United Cigar Stores Company held their annual double certificate day sale on Saturday last, and rolled up the big total of $601,987 for the aggregate day's receipts in all stores.

In announcing this tremendous business in one day's retailing, the United Company assert their belief that better times are here.

The Holiday Package of Philip Morris Cigarettes

This attractive package of Philip Morris cigarettes is one of the most noticed features of the holiday window displays in the more prominent stores of the city. It contains one hundred cigarettes and is sure to delight thousands of cigarette smokers on Christmas morning.

Death of Mrs. Yetta Wertheim

The large circle of friends of Jacob Wertheim will learn with deep sympathy of the death of his venerable mother, Mrs. Yetta Wertheim, on Friday, December 10, in the eighty-third year of her age.

Mrs. Wertheim was the relict of the late Baruch Wertheim, and is survived by her eight children, two sons and six daughters, of whom Jacob Wertheim is the eldest. Mr. Jacob Wertheim's tenderness and affectionate care of his mother has always been one of the pronounced characteristics of his life.

The deceased was a life-long member of the Temple Israel of Harlem, of which her husband Baruch Wertheim was a former resident. She was a woman noted for her love of her family and her unostentatious benevolence.

Henry F. Kohler

Stricken at the Court House while performing some of his duties in the capacity of Register of Wills of York County, Henry F. Kohler, cigar manufacturer, of York, Pa., died during the past fortnight, as the result of an attack of heart failure. Mr. Kohler distributed his brands in New York City and in the Western cities. He at one time enjoyed a favorable distribution for his product in the larger cities of Pennsylvania, but in later years, his efforts were confined to a greater extent to the territory as listed above. The deceased is survived by a widow and three sons.

George H. Nahrwald

Associated with the tobacco business since his youth, and actively engaged in the capacity of tobacco inspector, George H. Nahrwald, 147 Withersfield Avenue, Hartford, Conn., died in that city recently as the result of heart trouble. Mr. Nahrwald, who was born in Brooklyn in 1858, lived there until 1911, when he moved to Hartford. He was the Connecticut representative of the F. C. Linde Hamilton Company, of New York. He is survived by his wife, two sons and two sisters.

Good Demand for Lancaster County Leaf

Lancaster, Pa.

There has been no let-up the last week in the buying of Lancaster County's new tobacco crop, and it is estimated that already two-thirds of it has been contracted for. That bought earlier in the selling season went for ten cents a pound for wrappers and three cents for fillers, but even at these prices the growers are none too well compensated for their arduous labor, as this year's crop was hardly more than 1200 pounds to the acre, whereas the average weight should have been 1500 pounds.

The last week has witnessed the sale of quite a number of crops at eleven and three cents. One grower breaks the record with having sold ten acres of slightly hail-cut tobacco at eleven and three cents, after having received $60 per acre on insurance for damages by hail, which places the value of his crop at fifteen and seven cents.

Sudden Death of Hayes Good

Standing on the left running board of a huge truck that was moving his household effects from Boyertown to Reading, Pa., Hayes Good, formerly connected with the cigar manufacturing firm of Good & Renninger, Boyertown, Pa., which company just recently sold their plant to Messrs. Rhoads & Eshbach, seeing that the truck was about to topple over, as it rounded a curve near Stonersville, attempted to jump, and was caught beneath the falling furniture and oversetting vehicle. When his body was finally extracted, it was found that he had been crushed to death.

Mr. Good, who is survived by a widow and one son, was to have entered the employ of Theobald & Oppenheimer, at Reading, Pa., in the capacity of foreman.

Thomas F. Train

At Miss Alston's Sanitarium, in his thirty-fifth year, December 4th, occurred the death of Thomas F. Train, of Whitestone, L. I. Mr. Train was the manager of the "Tobacco Leaf" Publishing Company, located at 86 Beaver Street, New York City.

The Holiday Window Trim

THERE are more cigars, cigarettes and pipes sold from the 15th of December to the 5th of January than for any period of the same length during the entire year, so Mr. Retailer, Jobber and Cigar and Tobacco Merchant, what are you going to do about it?

Do you belong to the old school that says it does not pay to advertise, and let your competitor take some of your business away from you, just because you have managed to make a living without advertising? If you belong to that class we can hope for little interest from you in what we shall say.

As a mater of fact, how many cigar and tobacco dealers today realize that their store windows possess an advertising power that is without estimate, if properly handled. Right here and now we want to impress upon the mind of every merchant, that aside from a few elaborate window decorations that are sometimes accomplished where new stores are opened, that the cost of decorating your store windows could and should be within the limit of what you can afford to pay. In fact, a poorly decorated, poorly lighted window is a luxury that you cannot afford to maintain.

Some dealers will say, "Well, every store decorates its windows for the holiday season, and since they all do, of what benefit is it to me to follow their lead?" This is really one of the strongest arguments why you should see to it, that your windows reflect the spirit and activity of your individual store. What sort of a rumpus would some of you cigar men raise if, when you returned home, the windows of your habitation showed the effects of a lazy housekeeper or wife? It would start an argument that would last far into the night, and yet, the good wife has just as much right to accuse you of being lazy and indolent, if your shop windows are not kept clean and bright, and their appearance in keeping with your standing. More than this, you are depriving your family of some of the things that rightfully belong to them, because of the increased profit which would accrue were you to exercise the same care and attention in your business as the wife exercises in the home.

You merchants who are interested, may think these remarks contain little of the holiday spirit, but believing that we have been able to arouse you into some measure of thought, we will endeavor to display the real Christmas spirit by suggesting decorations for your windows that can be adopted with small expense, and possibly keep clear of the beaten track and yet follow the general holiday scheme.

In planning window decorations it is always well to bear in mind that the background is an important adjunct to the appearance of the goods displayed. This particular then, shall receive our first attention, and for this special occasion we suggest the use of any red material that will correspond as nearly as possible to the shade of holly berries to extend along the floor and the back part of the window.

At the rear of the window, place in a row, equi-distant from each other, the small artificial trees which can be purchased at the ten-cent stores, to relieve any possible glare from the red background. Where there is sufficient room, and the display more elaborate, small evergreen trees can be used, so placed that there is some of the red to show between the trees whether they be real or artificial. These trees may or may not be lighted with the low power electric bulbs, which have met with such approval for evening displays.

Measure the bottom window space and provide about one-half of the center of the floor space for the brand of cigars or cigarettes, pipes or smoking tobacco that it is desired to feature. This will catch the eye of the people who pass the window, and other articles should be displayed less prominently so as not to detract from the article which forms the principal decoration.

This centre decoration may be placed upon stands, or may lie flat upon the floor, and an attractive effect secured by placing a larger number of boxes as far back as is desired and reducing the number until a pyramid suggestion is obtained. If desirable a step effect can be arranged by using the different size cigar boxes placed under the material which covers the floor, or by covering the boxes individually or collectively with an appropriate shade of green material. This step effect can be strengthened by an attractive window card suspended a little above the tops of the trees, bearing the words, "Take a step forward and smoke . . . cigars."

Now that the central display is arranged, comes the smaller articles such as will fill yet not overcrowd. Where the centre display is cigars, packages of cigarettes, preferably in boxes of fifty or one hundred, should occupy a place near the front, and arranged the same upon both sides of the centrepiece. In conjunction with the cigarettes, pipes of the better grade in cases should be arranged on each side as nearly alike as possible so that the entire display will appear orderly and systematic. If desirable, a row of pipes could extend the entire width of the window down close to the front. Cut-outs of Santa Claus might also be placed in the corners toward the rear, care being taken not to obscure any portion of the goods displayed. Sprays of holly leaves may be placed upon the floor, should the bare spaces become too glaring.

The display of the smaller goods could be arranged in a semi-circle leading towards the step effect, or groups of pipes could be placed in the same relative position upon each side of the central display.

Another suggestion for window decoration for the holiday period would be the placing of as large an evergreen tree as the window would accommodate in the rear centre of the window, the floor of which had been covered with green material resembling holly, and by fastening strips of bright red ribbon from the several branches of the tree to different parts of the window, arranging them in such a way that they do not interfere with the goods to be featured. The small, red electric bulbs could also be used if desired in place of the ribbon, or could be distributed through the tree. By fastening these to the sides of the window, a triangle effect could be secured, and within this triangle one principal arrangement could be procured.

An upright pyramid suggestion would prove effective. This might be procured by placing the boxes upon the bottom, closed, with the exception of those wholly exposed to view, and continue this scheme until the top is reached and one or two boxes remain open, determined by the size of the pyramid. This suggestion is especially adapted to stores which do not carry extensive lines, and feature but one brand. It is true that a number of smaller articles could be placed upon the floor and not interfere with the main display.

Cut-outs or posters of Santa Claus can almost always be placed to catch the eye of the passer-by, but they must not occupy a too prominent place or obstruct the merchandise displayed. Care must also be exercised not to overcrowd, and it is not necessary to place in the window all the lines carried in stock.

A. H. H.

Charles Dushkind---The Man Who Does Things

CHARLES DUSHKIND, the Counsel and Secretary of the Tobacco Merchants' Association, is no stranger to the trade. Long ago he became known as "the Tobacco Lawyer," through his activity in so many prominent cases in which tobacco interests were involved.

Mr. Dushkind has been attorney for independent interests in numerous litigations, and in all of these cases has shown marked legal ability and acumen, and intimate knowledge of the details of the tobacco business in its various branches.

His knowledge of the tobacco business was gained in the hard school of experience, as he began facing the stern realities of life at the early age of thirteen years, working

CHARLES DUSHKIND

Counsellor-at-Law, Secretary and Counsel of the Tobacco Merchants Association of the United States

in a tobacco factory at a weekly wage of $3. His rise from that humble beginning to the prominent position that he now occupies as a distinguished and successful member of the New York Bar, is indeed remarkable. Starting in life as a tobacco stripper, he worked in the day time and studied at nights, climbing step by step, entirely unaided, until he has now achieved a position as one of the best-known lawyers in the tobacco industry, and an attorney of recognized ability and high standing among the prominent members of the New York Bar.

Mr. Dushkind's reputation as a practitioner is by no means confined to New York, for he frequently appears in the Federal Courts in other States, and he has had the distinction of arguing a number of important cases before the United States Supreme Court in Washington.

The first prominent case in which Mr. Dushkind won distinction was tried in 1902, when as attorney for an association of Independent Candy Jobbers, of New York, he undertook the prosecution of the Confectioners' Association for criminal conspiracy in restraint of trade under the Penal Code of New York, with the result of the conviction of the entire Board of Directors of the Confectioners' Association, it being the first conviction of that character ever before secured in the New York courts.

Another famous case in which he gained a signal victory and a great amount of newspaper publicity was that arising out of the strike of the Shirt Waist Makers, in New York, in 1911.

Mr. Dushkind was also the chief counsel in a notable case which he brought in behalf of the Private Bankers' Association, in 1912, and in which he attacked the constitutionality of the Private Bankers' Law. That was a test case, which he carried to the Supreme Court of the United States, and in the opinion handed down by Mr. Justice Holmes, the jurist took occasion to pay a high tribute to Mr. Dushkind for his argument.

The case which brought Counselor Dushkind more prominently into the public eye than any other was the famous Doty investigation in 1911, which he conducted as attorney for the State of New York. The investigation resulted in the ousting of Dr. Doty by Governor Dix.

In litigations in the tobacco industry the cases in which Mr. Dushkind has won marked distinction are numerous, but perhaps none stands out more prominently than the celebrated Locker case.

Among the many cases in the tobacco industry in which Mr. Dushkind had appeared as counsel the following notable cases may be mentioned: American Snuff Company vs. Old Indian Snuff Mills, involving the trade-mark of "Copenhagen Snuff." The American Tobacco Company vs. Crescent Tobacco Company, involving the trade-mark of Virgin Leaf; Nestor Gianaclis vs. Bellos Nestor, involving the trade-mark of Nestor cigarettes; United Cigar Stores vs. Driscoll, wherein the right of tobacco dealers to buy up United Coupons and use them as premiums was in controversy; Prudential Tobacco Company vs. Aldona Cigarette Company, in which he sustained his contention that the "Aldona" cigarettes were an infringement of the "Afternoon" cigarettes.

One of Mr. Dushkind's most recent achievements in his profession was his successful prosecution of the private bank cases in New York. In connection with these cases he not only displayed extraordinary ability as a public prosecutor but he proved to be a wizard in figures and accounting. About the middle of September, 1914, Governor Whitman, who was then District Attorney, sent for Mr. Dushkind, and asked him to take charge of these cases, making him a special Assistant District Attorney. Mr. Dushkind started at once to dig into their books and in less than two months he had made a personal investigation of the books of all the thirteen banks and presented his disclosures to the Grand Jury, with the result of securing twenty-one indictments. The Grand Jury was so impressed with his work that when they filed into Court to hand up the indictments, they handed up with them a unanimous resolution extending their thanks to Mr. Dushkind for his action in these cases, which resolution was made part of the Court records, and a copy of which was at the same time presented to Mr. Dushkind personally in open court. It is not known that such an honor was ever before bestowed by a Grand Jury upon a District Attorney.

(Continued on Page 26)

The Cuban Market

From Our
Exclusive Bureau
Perseverancia No. 8

Havana, Cuba.

Havana, December 9, 1915.

THE activity in our market has been fully sustained, as there is only a difference of a few hundred bales in the totals of the sales accomplished during the last fortnight and the previous one. Prices are very firm, and now represent American money instead of as formerly Spanish gold.

The Cuban Land and Leaf Tobacco Company received the 8000 bales in the last two weeks, which it had purchased subject to examination. Our commission merchants have been busy executing orders for their clients, and the exporters for Europe showed renewed life in picking up the low grades of Remedios, which are in good demand. As Great Britain, at the instigation of the American growers of leaf tobacco in Kentucky and Virginia, has declared that she will not interfere with shipments of tobacco in neutral vessels, and bound for neutral countries, our exporters to the Netherlands have been enabled to do business again. The Dutch steamer "Pooldyk" sailed, by way of New Orleans for Rotterdam, carrying 7863 bales of leaf, but the bulk of this cargo consisted of previous purchases of leaf, which had been stored here for some time.

Besides the sales reported, there are about 4000 bales of second Capaduras, purchased by Otto Eisenlohr & Brothers, but as they have not been examined yet, they are not included in the totals this time. Furthermore, S. Rossin & Sons have made some engagements of first and second Capaduras, and as they neither have been registered yet, this quantity is left in suspense. E. A. Calves & Company, of Philadelphia, have also secured over 1000 bales of Remedios, which have not all been examined, and, therefore, are not included in the total transactions. From all this it can be seen that our market will soon be cleared of Remedios leaf, both as to the 1914 and 1915 crops.

The demand for Vuelta Abajo consisted again principally of the lower grades, suitable for our cigarette manufacturers, and the small quantity of Partido leaf sold were mostly wrappers and Resagos. However, we have not the slightest doubt that there will be more inquiry for the heavy part of the Vuelta Abajo growth of the last two years, right after the turn of the new year. The outlook for our leaf dealers is certainly more reassuring, as business in the United States has improved wonderfully, and there is bound to be a good demand for all of our leaf.

We will not say anything about the coming crop, as everything will depend about the atmospheric conditions during the next four months to come.

Sales during the past fortnight totaled 23,438 bales, which consisted of: Vuelta Abajo and Semi Vuelta, 3853; Partido, 619, and Remedios, 18,966 bales.

Buyers were: Americans, 10,674; Canadians, 2263; exporters to Europe, 2723; shippers to South America, 1223, and our local manufacturers of cigars and cigarettes, 6555 bales.

Exports of leaf tobacco from the port of Havana during the two weeks ending November 30, 1915, totaled 13,900 bales, which were distributed to the following countries, viz.: To all ports of the United States, 9742; to Canada, 436; to Spain, 2000; to England, 41; to France, 200; to Denmark, 623; to the Argentine Republic, 484; to Uruguay, 288; to Chile 75; to Australia, 10, and to New Zealand, 1 bale.

Receipts of Leaf Tobacco from the Country

	For the two weeks ending December 2, 1915.		Since January 1, 1915.	
Vuelta Abajo	2,006	bales	115,046	bales
Semi Vuelta	1,098	"	19,470	"
Partido	109	"	15,067	"
Remedios	11,622	"	198,183	"
Oriente	571	"	8,892	"
Total	15,406	"	356,658	"

Buyers of Leaf Tobacco That Come and Go

Arrivals—From New York: Marco Fleischman, of S. Rossin & Sons; Eugenio Lopez, of Eugenio Lopez & Company; A. Bijur, of E. Rosenwald & Brothers; Emilio Suarez, of José Suarez & Company, and Morris Rosenberg, of Morris Rosenberg & Company.

From Philadelphia: Louis H. Eisenlohr and Ch. H. Eimerbrink, of Otto Eisenlohr & Brothers, and Ventura Blanco, of Ventura Blanco.

From Chicago: H. Shutan, of H. Shutan & Company.

From Tampa: Francisco Arango, of Arango, Villazon & Company, and Manuel Corral, the president of Corral, Wodiska & Company.

From Dayton, O.: Joseph Weinreich and J. L. Hanley, of Joseph Weinreich & Company.

From Amsterdam: Max Mayer and C. F. Theyskens, of A. Mayer & Company.

Returned—From New York: Ladislao Menendez, of Menendez & Company.

Departures—To Philadelphia: Louis H. Eisenlohr and Ch. H. Eimerbrink.

To Chicago: H. Shutan.

To Dayton: Joseph Weinreich and J. L. Hanley.

To Amsterdam: Max Mayer and C. F. Theyskens.

Cigars

Up to now business in our cigar factories has been better than the manufacturers had dared to expect, as there are still orders coming forward, if not from one country, then from another, and most of them are for rush shipments, which seems to indicate that there are no stocks to speak of on hand. Several factories had to increase the number of their cigarmakers, and which is something unheard of at this time of the year.

Romeo y Julieta seated more cigarmakers in order to fill the pending orders, which call for prompt shipments.

Partagas, likewise, had to seat more cigarmakers for the same reason, and is well supplied with orders from all directions.

H. Upmann continues to make heavy shipments, which surely is a sign that the factory has enough orders on hand, and is working well.

Por Larrañaga has filled every nook and corner in their factory, at 225 Carlos 111 Avenue, with cigarmakers, and has done a very satisfactory business, notwithstanding the war in Europe.

Sol and La Dovesa de Murias are both working well on a good order late.

Leaf Tobacco

The directors of the Association of Leaf Dealers, Packers and Growers of Tobacco have issued their yearbook, stating the work done in the interest of the association. The same contain much valuable information as regards the modus vivendi with Spain, the labor done to obtain again the former privilege to smoke on the last four rear seats, reduction obtained in the freights of fertilizers, the problem about the change in our monetary system, the exhibit of cash receipts and payments, valuable statistics about the crop of tobacco, etc.

Lozano & Miguel were the heaviest sellers of leaf, with 2277 bales, during the past fortnight.

Leslie Pantin, after excluding the Cuban Land and Leaf Tobacco Company, again was at the head of our leaf buyers with 3500 bales, for account of his customers.

José C. Puente & Company delivered 2125 bales of leaf to their customers in the last two weeks.

J. F. Berndes & Company purchased 2700 bales of leaf for account of their customers in the States and in Europe.

Menendez & Company were sellers of 1913 bales of leaf during the ultimate fortnight.

Walter Sutter & Company were big buyers lately, as they secured 1877 bales of leaf for account of their clients.

Camejo y La Paz sold 800 bales of Remedios leaf to their customers in the last two weeks.

Mark A. Pollack bought 900 bales of leaf for export to his clients in Europe.

José F. Rocha disposed of 750 bales of leaf, of all kinds, during the past fortnight.

Corral, Wodiska & Company, of Tampa, increased their stocks of leaf again by adding another 632 bales of Vuelta Abajo vegas.

Shippers of leaf tobacco from the port of Tampa during the last two weeks, of at least 200 bales and above, were:

Virgilio Suarez, 2380 bales; Cuban Land and Leaf Tobacco Company, 2379 bales; Sobrinos de A. Gonzales, 2100 bales; Walter Sutter & Company, 1302 bales; Leslie Pantin, 634 bales; A. J. van den Corput, 537 bales; Hijos de Diego Montero, 497 bales; J. Bernheim & Son, 449 bales; Menendez & Company, 479 bales; Maximilian Stern, 375 bales; Mark A. Pollack, 358 bales; José Suarez & Company, 310 bales; Manuel Suarez, 273 bales; Manuel A. Suarez & Company, 234 bales; Havana Tobacco Stripping Company, 233 bales; M. A. Gunst & Company, 206 bales; E. H. Gato Cigar Company, 200 bales; Sucesores de Juan Lopez, 200 bales.

The following statistics of our exports of cigars, from the port of Havana during the month of November, in 1915 and 1914, show again a more gratifying result.

Exports from November 1 to November 30, 1915	11,757,842	cigars
Exports from November 1 to November 30, 1914	8,523,410	"
Increase during the month of November, 1915	3,234,432	"

Increases by countries in November, 1915, as compared with November, 1914:

United States	2,430,663	cigars
Denmark	797,740	"
Netherlands	167,435	"
Great Britain	156,560	"
Argentine Republic	93,750	"
France	55,950	"
Uruguay	36,500	"
British Africa	32,000	"
Egypt	20,100	"
Total	3,790,698	"

Decreases by countries in November, 1915, as compared with 1914:

Spain	267,100	cigars
Gibraltar	115,050	"
Spanish Africa	97,500	"
Canada	42,325	"
Costa Rica	36,850	"
Canary Islands	30,730	"
Total	589,555	"

Total exports from January 1, 1914, to November 30, 1914	115,745,199	cigars
Total exports from January 1 to November 30, 1915	107,077,749	"
Decrease during the first eleven months of 1915	8,667,450	"

The position of the nine principal consuming countries of our cigars above 100,000,000 cigars per year, at the end of November, 1915, is as follows, viz.:

	Decreases	
Germany	5,187,946	cigars
Canada	4,620,637	"
Spain	3,825,111	"
France	2,371,976	"
Australia	1,820,851	"
Total	17,826,521	"
	Increases	
Great Britain	5,455,166	cigars
United States	522,749	"
Chile	231,729	"
Argentine Republic	209,876	"
Total	6,419,520	"

Oretaniv.

THE GOTHAM RETAILER'S XMAS WINDOWS

Many Interesting Displays for Holiday Trade—The Diversity of Brands a Noteworthy Feature—Cigarette Showings Much in Evidence

EACH succeeding year finds the New York retail tobacconist more alert in the matter of dressing his shop window to direct the attention of the public to smokes as a suitable holiday gift, and the steps forward in this direction seemed more noticeable this year than ever heretofore.

Much of this improvement must be credited to the work of the United Cigar Stores Window Dressing Corps, for they have shown the little retailer the possibilities of utilizing even the smallest window to the best advantage, and scores have learned the lesson set forth.

The United windows during the past two weeks have been almost exclusively devoted to the advertising of "Sweet Caporal" cigarettes. The slogan adopted for these displays is "Ask Dad," and many unique questions are asked concerning "Sweet Caporals," with "Ask Dad" for the answer. The show cards are printed in reverse plates of blue, with the lettering coming out in white, and the effects are splendid.

The Schulte Stores, all over the city, have had their windows dressed in a most varied showing in cigarettes, pipes, tobaccos and cigars, with no special brands being featured.

The Edwin Cigar Company chain store agencies, with the familiar "Get Acquainted" slogan, have been uniformly furnished with ornate Christmas show cards, depicting a big, virile man, surrounded by green wreaths and lettered "Holiday Suggestions." These cards were all furnished by the Doernberg Window Display Company, 390 Second Street, Brooklyn, and are very creditable. In all instances the Edwin brands are featured, with Rothschild's in the lead.

At the Park & Tilford retail stores throughout the city, of course, the fine goods are in evidence. At the Broadway and Forty-first Street store beautiful displays of "Edens" and "Por Larrañaga" and "Romeo y Julieta" imported brands are featured, as well as "Mi Favoritas," Park & Tilford's own clear Havana brand made in bond in Key West. In cigarettes, the fine holiday packages de luxe of "56" cigarettes are given a place of prominence.

In Park & Tilford's 112th Street and Broadway store "Edens" and "Romeos" take the entire show space, with the exception of three handsome boxes of "56" cigarettes.

Park & Tilford's store, at Twenty-sixth Street and Fifth Avenue, is splendidly situated for window displays, and a number of the spaces are devoted to cigars. On the side facing Madison Square are windows devoted to such excellent brands as "Punch," "Mi Favorita," "Tailfer" and "Hoyo de Monterrey."

The Max Schwarz store, on Broadway, above Twenty-seventh Street, has splendid boite nature packings of the popular "La Primadora." Stands, with three and four drawers, contain in addition to fine shapes of cigars, a drawer of chips and two decks of cards.

Godfrey Mahn's store on Broadway, above Twenty-sixth Street, has another attractive display of the famous "As You Like It" brand and other Mahn products.

The Union Cigar Store, 971 Amsterdam Avenue, are showing the new combination window display, featuring "Helmar" and "Murad" cigarettes, and "Stag" smoking tobacco. This is an excellent three panel card, well designed and effective.

The Quality Segar Store, Inc., Twenty-seventh Street and Sixth Avenue, devote their entire Sixth Avenue window to featuring the Max Schwarz product, with "La Primadoras" as the leader. Their other widow has the new "Helmar-Murad-Stag" display.

Schinasi's "Natural Cigarettes" have the entire widow display in the Broadway store, near 110th Street. The display is plain but effective, colorings in blue and white.

L. E. Ohrbach's store, at 10 West Twenty-seventh Street, shows up in excellent style for the holidays. His window decorations were made by the Manhattan Window Display Company, 29 Willoughby Street, Brooklyn, and the brands most prominent are "Favamera" (private brand), "Regensburg," "Admiration," "Jean Valjean" and "Roi-Tans."

George W. Helme Company Declares Extra Dividend

An extra dividend of four per cent. on the common stock, in addition to the regular quarterly dividend of two and one-half per cent. on the common, payable January 3rd, to stockholders of record, December 14, 1915, has been declared by the George W. Helme Company. This company also declared the regular quarterly dividend of one and three-quarters per cent. on the preferred stock.

Declares Extra Dividend of Ten Per Cent. on Common Stock

Payable January 3, 1916, to stockholders of record, December 11, 1915, the Weyman-Bruton Company has declared in addition to its usual quarterly dividend of three per cent., on the common stock, an extra dividend of ten per cent. on the common stock. On the preferred stock, also, the regular quarterly dividend of one and three-quarters per cent. has also been declared. The capital of this company is to be increased fifteen per cent. both on its common and preferred stocks. Outstanding scrip of January 1, 1914, and January 1, 1915, is to be redeemed with interest in cash December 31st.

Extra Dividend for Reynolds' Stockholders

Announcement is made by the R. J. Reynolds Tobacco Company, Winston-Salem, N. C., of the declaration of an extra dividend of ten per cent. in addition to the regular quarterly dividend of three per cent. on its common stock. On the preferred stock the company's regular quarterly dividend of one and three-quarters per cent. has also been declared. Dividends will be payable January 1, 1916, to holders of record December 21st.

The Liggett & Myers Tobacco Company declares a dividend at this time of one and three-quarters per cent. on its preferred stock.

A dividend of one and three-quarters per cent. has been declared by the P. Lorillard Tobacco Company on its preferred stock. It has also declared on its common stock a dividend of two and one-half per cent.

The American Tobacco Company, the American Cigar Company and the American Snuff Company have each declared on their preferred stock for the quarter a dividend of one and one-half per cent. The American Snuff Company declares quarterly a dividend of three per cent. on its common stock.

Will Make Application for Charter

Clarence B. Kutz, Cora O. Kutz and J. Harry Stiteler announce that they will apply to Governor Brumbaugh of Pennsylvania, on December 27th, for a charter for the incorporation of the Kutz Cigar Company from Reading, Pa. Mr. Kutz is well known as a manufacturer of cigars in this city and has his factory located at 133 North Third Street.

New Manager for Preferred Havana Tobacco Company

STARTING from the first of the new year, A. E. Hallenback assumes the position of executive and general sales manager of the Preferred Havana Tobacco Company, with his headquarters at the Eagle Building, in New York City.

Mr. Hallenback has been spending quite some time for the past two weeks getting acquainted with the details of the Preferred Tobacco Company's organization, and has met the entire sales force of the company and outlined his preliminary ideas as to the methods adopted for the coming year.

The new manager is thoroughly qualified to place the business of the concern on a much wider and more comprehensive basis than ever before since its organization. With such standard brands as come from the Eden factories, as well as "Henry the Fourth," of Bustillo Brothers & Diaz, and the "Reyes de Espana," of Lopez Hermanos, The Preferred Havana Tobacco Company has always been in a position to command the wildest field of operations, and the many friends of Mr. Hallenback predict that full advantage will be taken of all trade opportunities.

Mr. Hallenback will be most pleasantly remembered as the former sales manager of Roig & Langsdorf, in Philadelphia, where he proved his capacity beyond question.

Mr. José M. Diaz, president of the company, left New York a day or two ago for a flying trip to Tampa and Havana. He expects to be gone only about ten days.

Big Sales Feature H. Duys & Company's Business

H. Duys & Company, the well-known sumatra house, report that business with them has been very good and that the prospects in their line are very bright.

It is learned that this firm has put over several good-sized deals lately, and that the business is in splendid condition. Withdrawals by manufacturers have been very heavy and they are optimistic as to the future.

The first and second inscriptions for the new crop of Sumatra will be held on March 10 and March 17, respectively. According to reports received by this firm the new crop is an unusually good one, but it is naturally too early to make any definite statement regarding it.

Big Year for C. H. S. Brand

R. H. Patterson, who has marketed the C. H. S. brand of Val Antuono, Tampa made goods, with such tremendous success, has been spending the past fortnight in New York City, at his Fifth Avenue headquarters, corner of Thirty-third Street.

Mr. Patterson says that the ouput of his brand is only limited by the capacity of their big factory in Tampa, and that when he visited the factory a few weeks ago, they were running to the utmost limit, and wanted all the cigarmakers they could get. Their new 10-cent brand is fully qualified to take its place alongside of C. H. S., and the factory has big hopes for the newcomer.

Mr. Patterson's home office is in the Third National Bank Building, in Atlanta, Ga., and he leaves in a few days to spend the holidays at home.

A Denial From President P. S. Hill

New York, December 13, 1915.

ONE of the so-called Wall Street financial journals took occasion a few days since to publish an item intimating that there had been a disagreement among the directors of the American Tobacco Company about continuing the 20 per cent. dividend rate on the common stock.

When this item was called to the attention of President Percival S. Hill, of the American Tobacco Company, he deemed it of sufficient importance to the public to nail the story at once.

Mr. Hill gave out the following statement for publication:

"Referring to a statement said to have been made by a director of the American Tobacco Company, I want to say that to my knowledge there has never been a difference of opinion on the dividend question, and I don't believe that any director made any such statement.

"The 1914 statement speaks for itself, and shows a margin of earning of some $500,000 in excess of dividend requirements, and this, under the trying conditions and severe competition of the year, was quite satisfactory. In 1915 the only thing we had to consider was whether our earnings would be sufficient to overcome the loss of income due to our receiving no dividends from the Imperial Tobacco Company, the stock of which had been distributed to our stockholders. We felt that we could do this, and the results, I believe, will demonstrate the correctness of our opinion. While, of course, the year's figures are not completed, a preliminary estimate warrants me in stating that I think the dividend will be fully earned for the year. With our surplus of more than $35,000,000, cash in bank of between five and six millions, and no borrowed money, I think the dividend rate for the year has been fully justified."

The Rose Tip Holiday Package

The Themelis Brothers Company spread themselves in the production of a holiday package for their "Rose Tip Cigarettes" and the beautiful creation was snapped up by hundreds of dealers who have a call for fine goods.

The package was in the shape of an exquisitely bound book, in white, red and gold. The cover was a splendid design embossed with an appropriate holiday greeting, and the box included an assortment of all the sizes of "Rose Tip" cigarettes which the company make.

A. Bachmann a New York Visitor

Arthur Bachmann, the prominent San Francisco jobber, has been in New York on his annual visit during the past week. Mr. Bachmann, like all other residents of San Francisco, is deeply proud of the great record which the Panama Exposition made. From the manner in which he has placed orders in New York, his firm's business is in most handsome shape.

T. M. A. OFFICES READY FOR BUSINESS

Handsome Suite Opened at Beekman and Nassau Streets—Two Thousand Feet of Floor Space—Many Applications for Membership Received

AS you walk out of Park Row toward the Temple Court Building, if you are a tobacco man you are immediately interested in the windows of the second floor on which are emblazoned in glittering letters the words, Tobacco Merchants' Association of the United States.

If you have merely heard about this association through the trade papers you are of course deeply interested in seeing the offices. First you count the windows down Beekman Street and then those facing on Nassau Street. Second floor and outside rooms. Some fine location.

These observations have aroused your curiosity if not your interest, and with lively step you enter the elevator and yell "Second," just in time to get off. Sure enough there is a wide open door, oak railings, telephones, clerks and stenographers hurrying about, writing and telephoning. A regular office for sure!

You enter timidly upon the handsome green Wilton which covers the floor and ask for the secretary. An alert young man takes your card and returns a second later with the reply that he will see you. You follow your guide down the hall past the handsome oak partitions and half glass doors which guard the sanctums of the directors and officers, and are then ushered into a large office at the end of the corridor. Here is the secretary, who greets you with a genial smile, and waves you into a chair. It is the corner office, windows face on both Beekman and Nassau Streets. Your feet sink into the same velvety Wilton and you seat yourself in a comfortable mahogany chair. The entire fittings in this office are mahogany, reflecting excellent taste in style, color and arrangement.

"Yes," says the secretary, "these are the offices of The Tobacco Merchants' Association. On September 4th, we had our first conference and made tentative plans for an association that the skeptics called a 'dream.' On December 4th, three months later, our organization is complete and we are in our own offices ready for business."

"It did not take the big men of the industry long to see the advantage of such an association," said the secretary, "and the completeness with which we have carried out our plans shows that there are no shirkers in the executive councils of this organization."

And then you start off on a tour of the offices—eight of them all together, handsomely furnished and carpeted. In the directors' room two bouquets of beautiful red roses adorned the long table, tokens of congratulation from friends. Then in another office Counsellor Dushkind has installed his big law library of more than two thousand volumes. Throughout the offices there is a thoroughness and completeness of equipments that leaves you with the impression that The Tobacco Merchants' Association not only is prepared but will accomplish much for the good of the entire industry.

The secretary showed the visitor letters brimming with enthusiasm and asking that their names be entered for membership. Many letters contained checks as well.

"More than sixty new members have been added during the past week," said the secretary, "and they are coming in every day."

And the visitor thought a moment. "Yes, The Tobacco Merchants' Association is more than a 'dream', it is a reality, with experienced business men to guide it and enthusiastic and efficient men to care for its operation."

There have been and are leaf associations, cigar manufacturers' organizations and local dealers' associations, but here is welded together a body of men who purpose to work for the best interests of every branch of the entire industry from the grower to the manufacturer, jobber and retailer.

The list of members thus far shows the names of the most prominent independent, manufacturing, jobbing and retail firms in the country. The officers and board of directors comprise some of the most efficient, most successful and most progressive members of the trade.

The Tobacco Merchants' Association is but in its infancy but the growing interest among the trade indicates that it will not be long before a big majority of the progressive firms in all branches and all parts of the country will be enrolled upon its membership scroll.

As a matter of protection and progress a membership in The Tobacco Merchants' Association of the United States is surely a wise Xmas gift to make to your business.

Philadelphia Notes

W. D. Duncan, who represents San Martin & Leon, Tampa, Fla., in Philadelphia and adjacent territory, has returned to his home for the holiday season.

Harry Boston was in Philadelphia last week, looking after the interests of W. C. Demuth & Company, pipe manufacturers, of 509 Broadway, New York City.

Walter Arnheim, "Steve" Herz and Robert Ellis, members of this firm, whose headquarters are in Pittsburgh, Pa., will be in Philadelphia next week, and will visit the "Reynaldo" factory of Luckett, Luchs & Lipscomb.

"44" cigars report unusually heavy sales. Every effort is being made by the factory to get orders out promptly but the usual holiday rush has overwhelmed them. "Adlons" continue to have a steady call and this 10-cent cigar continues to grow in popularity.

Roig & Langsdorf have aroused much holiday interest in their "Girard" cigar through the use of newspaper space in the local papers. "Girards" are prominently displayed in most of the retail stands and this 10-cent cigar will brighten the joys of Christmas for many a smoker.

J. J. Shea, sales manager of Bayuk Brothers, who has been indisposed for some time refuses to forsake his work and is still to be found visiting the trade. The tremendous rush of orders for "Havana Ribbons" has made him forget his physical indisposition in his efforts to take care of his customers.

The cigar department of the Mitchell, Fletcher oCmpany, at Twelfth and Chestnut Streets, under the direction of William R. Bullock, shows a gratifying increase for the first eleven months of this year over the same period of last year, and Christmas orders received to date, exceed those of 1914 by a substantial figure.

Jeitles & Blumenthal, Ltd., 119 South Eleventh Street, this city, are closing a successful year, and are much gratified at the increased distribution which has been accorded their "Flor de Jeitles," "Masterpiece," "Statesman," "Royal Peer" and "Tungsten" cigars. Through the advertising columns a greeting to the trade is extended.

PHILADELPHIA.

Splendid Offices for Otto Eisenlohr & Brothers

AMONG the many splendid executive offices occupied by different firms, it is doubtful if any surpass the ones recently installed by Otto Eisenlohr & Brothers, on the sixth floor of their building, at 932 Market Street.

The partitions and private offices are finished in selected mahogany and handsome oriental rugs cover the floor. You step from the elevator into an amply lighted reception room furnished in the best of taste and finished throughout in splendid mahogany, the furniture and partitions matching. To the right as you enter are the private offices of the members of the firm. The partitions here extend to the ceiling and the private offices look out on Market Street.

The two private offices, occupied by Mr. Charles J. Eisenlohr and Mr. Louis Eisenlohr, are handsomely furnished in excellent taste, and there is richness without display and a pervading dignity which is characteristic of the firm. Every convenience and equipment which could be advantageously used has been installed. The heating is the new system of heated air, the fresh air being drawn into heated pipes, and when warmed, driven into the rooms through registers above the surbase. Registers at the tops of the walls provide an exit for impure air.

On the other side of the reception room is the office for the private stenographers, while a corridor along one side leads back to well-equipped lavatories and locker rooms. Behind these to the left is a private office for business councils, where conversation can be carried on without interruption. To the right is a well-furnished office for the factory superintendents.

The appointments throughout are of the most excellent character and every attention has been given to comfort, convenience and dignity.

Bayuk Brothers Well Oversold as Year Closes

"Havana Ribbon," that well-known Philadelphia 5-center, is apparently more popular today than ever before. The decreases in annual productions according to Internal Revenue figures do not bother them for they are taxed to their utmost to care for their regular patrons without considering their steadily growing trade.

This year orders have continued to pile up despite factories running to capacity and the manufacturers have exhausted every resource to supply the heavy demand for their cigars. "Havana Ribbon" has maintained itself well in the front of the nationally known nickel cigars, and the progressive methods and well-chosen methods of advertising are beginning to bring their returns

Retail Window Bright With Xmas Goods

IT would be impossible to mention all the attractive windows of the several cigar dealers located in the downtown and business section of the city, but there are several which deserve mention because the display is one of quality as well as beauty.

Terry & Duncan are showing "Webster," the product of Y. Pendas & Alvarez; "El Briche," of San Martin & Leon; a number of sizes from Sanchez & Haya Company, and their private brand, "Atwar."

In addition to these well-known cigars, many other smokers' articles are on display, and attractive humidors, pipes, tobacco jars, lighters, cigarette cases, and wallet pouches complete about every need.

A glance at the windows of Yahn & McDonnell discloses many varieties from the leading clear Havana houses, and "Por Larrañaga," "Partagas," "Romeo y Julieta," "Regreso," "Gloriana," "Van Dyck," "Tadema," "Juan de Fuca," "En Boga," "Reynaldo," "Hoyo de Cuba," "Reyes de Espana," "Garcia Grande" and "Charles the Great" form a selection almost impossible to surpass.

There are also many brands of cigarettes and holiday packings of "Melachrino," "Philip Morris," "Benson & Hedges," "Starr & Reed," the Rose Tipped "Themelis," as well as many other Turkish, Egyptian and domestic blends that comprise the requirements of any smoker.

There are also many of the "fixins" which find a ready sale during the holiday season, and a splendid line of pipes, cigar and cigarette holders, tobacco jars, lighters, pouches, ash trays and cutters round out a line of necessities and accessories which is seldom duplicated.

The display of cigars and cigarettes at the Twelfth and Chestnut Streets store of the Finley Acker Company is unusually good looking, and many special packings of these "smokes" are arranged attractively around and in back of the case. Especial attention has been paid to the "La Comenda," a private brand, made up twenty-five to the package, which is meeting with marked success throughout the several stands operated by the Acker Company, and is in keeping with Acker Quality.

Portuondo Brands Have Banner Year

The close of the current year will find "Sintoma" and "All Alike" cigars, manufactured by the J. F. Portuondo Cigar Manufacturing Company, 1110 Sansom Street, this city, enjoying a wider distribution than ever.

From New York to the Pacific Coast these cigars are receiving well deserved patronage, and their high quality no doubt is responsible for the many "repeat" orders coming in to the factory daily.

Tampa

Tampa Cigar Manufacturers Working to Capacity—Karl Cuesta Back From a Seven Months' Trip —"Ignacia Haya" Brand in Heavy Demand at The Sanchez y Haya Factory

Tampa, December 11, 1915.

TAMPA cigar manufacturers are so busy that they cannot even take the time to stop and tell you how busy they are. Such a waste of time could not very well be condoned when every moment counts in the taking care of the vast number of orders that have been received for Tampa-made goods. So busy are some of the factories that some of them are compelled to work seven days a week in order to expedite to a greater extent the delivery of the goods, but even this course is not materially aiding in the final shipment of the orders.

Prosperity has come to Tampa manufacturers, and with a vengeance, if one may be allowed the use of such a phrase. In the beginning of the year the outlook for 1915 was not a promising one, but even at that time there were optimists located among us who could not see ought but good in the unfolding of the months to come. That their prophecies have been fulfilled is reason for congratulation, in view of the attitude of the pessimists in the trade during the early portion of 1915. However, as we watch with satisfaction the closing days of 1915, which in all probability will be the banner year in the history of Tampa's cigar manufacturing industry, we may say in all sincerity to the pessimists R. I. P.

"Royal Tribute" is the title of a 5-cent cigar that is being put out by the Florida-Havana Cigar Company, which company just recently started in business in this city. They are also putting out a higher-priced brand in the "Magnolia," which may be had at ten and fifteen cents. A visit to the factory revealed that satisfactory returns are being received.

The M. & W. Cigar Company, also, is another concern that has been in business here for only about three months. The "M. & W." in various sizes is being placed on the market by this company, averaging about sixty hands. It is planned to increase this number after the first of the year.

Karl Cuesta, of Cuesta, Rey & Company, after his seven months' sojourn in the West, the greater portion of which time was spent at the company's exhibit at the San Francisco Exposition, is back again in Tampa, and states that he is well pleased with the reception accorded him by the various concerns whom he visited in the interests of his company's sterling brands.

For the benefit of the trade, Cuesta, Rey & Company state that the month of November witnessed the greatest amount of business in the history of the company, extending over a period of thirty-two years.

"Ignacia Haya" being put out by Sanchez & Haya is bringing in most excellent returns to the factory, considering that this brand is very young as compared with some of the other well-known brands of the company, and considering also that it is made only in a limited number of the higher-priced sizes. This company also joins with all the other well-known manufacturers of Tampa in singing the song of prosperity, which song finds its foundation in the well-filled order book. Perfecto.

The "Counsellor," manufactured by Allen R. Cressman's Sons, is passing through another year of unprecedented sales and no doubt they will enter 1916 with the record of a banner year behind them.

Charles Dushkind

(Continued from Page 19)

As a public speaker, Mr. Dushkind is not only highly interesting, but he is forceful and eloquent as well. Some of his noted speeches in relation to the tobacco industry are, his address before the Judiciary Committee of the House of Representatives, on the Clayton Bill, of which thousands of printed copies were distributed; his argument before the Ways and Means Committee on the Anti-Coupon Bill, which was unquestionably the most comprehensive discussion of the coupon question, and his address at the Biltmore Conference, which is regarded as a masterpiece.

Although occupying a position of high standing in the community, Mr. Dushkind is exceedingly democratic and unassuming. He possesses the faculty of making friends and holding them as well. He is, however, a man of strong determination and of unswerving will power, and as an opponent, he belongs to the heavy-weight class.

Mr. Dushkind is of a most studious nature; he is a lover of books and has a library at his office of about 2000 volumes. He is an indefatigable worker, for he is known to have worked for almost eighteen hours a day for weeks at a time. His capacity for hard work has been well demonstrated recently in connection with the organization of the Tobacco Merchants' Association. Thus running a busy law office in a city like New York, he nevertheless organized this national movement; that would alone require the attention of a number of active men, and yet he has personally attended to every detail in order to bring about the success that this movement has already achieved.

The Tobacco Merchants' Association is now foremost in his mind. When interviewed recently he said that out of all the things he had ever accomplished he takes the greatest pride in the formation of the Tobacco Merchants' Association. Having enlisted the services of the men constituting the Board, and with Mr. Jacob Wertheim as President, the Association, he says, will remain a permanent organization and it will become one of the biggest institutions of that character in the United States.

Enos Smith Retires After Forty-seven Years' Active Service

On December 1st last, after a business experience of over forty-seven years, thirty-six years of which were spent as a member of the firm of Hinsdale Smith & Company, importers and packers of leaf tobacco, Springfield, Mass., Enos Smith retired from active business. Mr. Smith was born in Hadley and was educated at the Hopkins Academy, following which he attended the Wilbrahams Academy, supplementing this with a course at a business school in Boston, Mass. His first connection was with M. A. Allen, an Amherst merchant. It was not long before Mr. Allen's branch store in Key West, Fla., was placed under the management of Mr. Smith. Three years later he severed his connection with Mr. Allen and joined partnership with Cyrus Adams, one of the prominent tobacco merchants at San Francisco, Cal. About seven or eight years were spent here. Following this, Mr. Smith associated himself with Mr. Hinsdale Smith and his son, Edmond, and the firm became known as Hinsdale Smith & Company. Mr. Hinsdale Smith's death occurring 1893, Mr. Smith and Mr. Hinsdale Smith's son, Edmond, continued the business under the old firm name of Hinsdale Smith & Company. Mr. Smith was married in the seventies to Ida Augusta Knapp.

The J. G. Cohen Cigar Company, of Seattle, Wash., has taken on for distribution the "Admiration" cigar of E. Regensburg & Sons.

RETAIL RINKLES

Catchy Schemes Used Successfully By Thinking Men To Improve, Enlarge and Popularize Their Business . . .

The Holiday Trade

Cigar and tobacco merchants who offer premiums for the redemption of cash register slips or coupons, find the holiday season one wherein splendid opportunity is afforded to increase the size and profits of their business. In arranging the display for their windows, attention must be paid to the proper exhibition of these articles, and in all cases, window cards should be used, stating that each article may be obtained for a given amount of goods purchased, or the amount of cash sales slips or coupons required for redemption.

Comparatively few cigar and tobacco merchants distribute more than one or one set of premiums at the same time, and when decorating the window for the holiday season, the premiums can occupy a prominent place in the scheme of decoration, but the entire window should not be given over to this purpose. Your business is the selling of cigar and tobacco products, and this must receive first consideration, but the premiums should be so displayed that their full value will be appreciated.

Not only must the window decoration reflect the holiday spirit but it must be apparent in the action and manner of every employee, from the proprietor to the errand boy. It must impress but not obtrude itself upon the customer and stranger, leaving it up to the individual whether they desire to take advantage of it or through some peculiar misdeal of the cards by the hands of Fate, ignore it. You men who pass out the "Perfectos," "Londres," "Blunts" and "Panatelas" can do much to create a holiday spirit that will extend the circle of your customers and friends.

* * *

Vacuum Bottles for the Workman

Cigar and tobacco merchants who have offered premiums for the return of cash register slips or coupons representing goods purchased at their store, have learned that to secure the best results from this plan, great care should be exercised in selecting some premium that will be of value and at the same time meet the particular needs of a large percentage of their customers.

One dealer had fully decided upon this plan of increasing his sales and profit, but was at a loss to know just what articles to offer. This was solved by a chance remark made by one of his customers who was relating the difficulty he experienced in keeping his noon-day coffee in proper condition for drinking.

Quick as thought this merchant conceived the idea of offering bottles and flasks that would keep their contents hot for a period of several hours, and in due course announcement was made through the daily newspapers, window cards and the mail, with the result that many new customers were secured and the profits increased.

Many of these men were laborers in quarries, and upon other work far from any lunch room or restaurant, and the thought of securing an article that would give them the benefit of hot coffee for their noon-day meal met with the success that such enterprise deserved.

Flashlight Cigarette Cases

Among patrons of cigar and tobacco stores there is a class that are always ready to grasp at an attractive novelty when that novelty contains a feature of convenience. With this knowledge, one cigar and tobacco merchant learned that a novelty had just been placed on the market that would cater especially to the younger men whose expenditure was not limited by their earning capacity. This was a cigarette case that was equipped with a small flashlight, and suitable for the many purposes that would naturally be required from an object of this kind.

Window cards were prepared, and the window decorated with private brands of cigars and cigarettes, and announcement made that for the purchase of a given quantity of either of these smokes, together with a small cash payment, this handy novelty could be secured.

We venture the assertion that many a key hole was located much more rapidly after the distribution of several cases of these goods by this tobacconist.

* * *

Tree Ornaments as Premiums

Every father worthy the name will make many sacrifices if necessary for his children, and one retail cigar and tobacco dealer who had children of his own, large and small enough to enjoy a gaily decorated Christmas tree, will follow out the same plan as the one which crowned his premium efforts with success last year.

Instead of offering premiums in the way of cigars or tobacco, a commendable variety of Christmas tree ornaments were offered, for the return of a given number of cash register slips, representing goods purchased at his store. For all cigars purchased by the box, or cigarettes in quantities of fifty or one hundred to the package, a bonus was given. This not only stimulated buying, but buying in sufficient quantities to complete as much business as possible for the holiday season.

* * *

A Timely Offer

It is just a year ago that a cigar and tobacco store located in a community where there are many families who spend the greater portion of Christmas Eve decorating the family Christmas tree, conceived the idea of overcoming one of the chief difficulties attending this yearly task. The proprietor, from personal experience, was acquainted with the difficulty of securing the proper stands upon which the tree can be placed securely, and coincident with the publicity attending the opening of the store, announcement was made that stands would be given away for all persons purchasing a given amount of merchandise up to and including the 24th of December.

This time limit was set, it was explained, in order that when requested the stands could be delivered anywhere within a radius of one mile from the store, in time to meet the requirements of his patrons.

Needless to say, this store earned the name of the "Christmas Stand," much to the profit of its proprietor.

New Orleans

Prosperity Marks Holiday Tobacco Trade—"Nena" Cigar Serves as Artist's Model—H. T. Cottam & Company Expand—Tobacco Company Escapes Coupon Tax in Alabama

New Orleans, La., December 11, 1915.

WHOLESALE and retail merchants of New Orleans, in an Associated Press dispatch sent broadcast over the country at the beginning of this week, report that the holiday prospects this year are brighter than for any other year. This exactly describes the situation as regards the tobacco men. Factories lately have been working overtime; makers of cigar boxes are rushed to fill the demand for holiday packings, and the retail trade in general is enjoying the usual Christmas purchases, which promise to be exceptionally heavy.

Double certificate day with the United Cigar Stores was December 11, and Manager J. E. Bruns reports that his four stores almost established a record.

"Bill" Moore, well-known tobacco man in this territory, has purchased the St. Charles Hotel tobacco stand. Miss Ray Probette, the assistant manager, will remain, it is announced, while Manager O. E. Baxter has not as yet announced his plans.

R. G. Heist, of the Havana-American Tobacco Company, spent four weeks in New Orleans, leaving on the tenth.

Mr. Manning, vice-president of the Sterling Gum Company, paid a call on the trade recently. He is here in the interests of an even larger Sterling gum campaign.

Reguera & Berengher, the Spanish manufacturers, report that Kaufmann Brothers, who have taken the distribution end for "Nenas" in New York City, are doing good missionary work with the cigar in the metropolis.

W. H. Gilly, the retailer in the Hennen Building, is featuring "La Flor de May" triangleres, a cigar named after his little daughter, and reports big Christmas sales on the brand.

S. S. Flosheim, with Deisel-Wemmer Company, is taking a vacation until January 1, after strenuous labors incidental to putting on an advertising campaign for "San Felice" and "El Verso" cigars.

Big expansion of their business is reported by Frank Paul, manager of the cigar department of H. T. Cottam & Company. The cigar department has been moved to the second floor of the big establishment, and a cedar lined humidor, with capacity for 515,000 cigars, has been constructed. When completed, the humidor will be the largest in this territory.

Mr. Bonnier, district manager of the United Cigar Stores, was a pleasant visitor this week.

Local jobbers report that holiday packings are "all out." Strenuous efforts have been made, however, to fill the demand. The Havana-American Company is manufacturing small sizes of "El Roi Tans," for holiday packings because, it is stated, the Trenton factory is swamped with orders. T. J. Jacobs, representing Krause & Company, of Baltimore, reports large holiday sales on his brands, and that the Krause factory cannot supply the demand.

A large "El Roi Tan" sign, erected for the arena at the Williams-Burns championship prize fight, in New Orleans this week, was the only advertisement allowed in the arena. This piece of judicious advertising was managed by Frank Paul, of H. T. Cottam & Company.

The Coupon Cigar Stores, three of which are in New Orleans, allowed ten per cent. off on regular prices on December 11.

The "Nena" cigar, manufactured in New Orleans by Reguera & Berengher, has been signally honored by Napoleon de Remont, New Orleans' most celebrated painter, who selected a "Nena" cigar as the "model" for a painting of a collection of china dishes which were exhibited at a local art store. Messrs. Reguera and Berengher did not know that Mr. De Remont had selected a "Nena" cigar as the basis for his paintings, and were surprised when they incidentally attended the exhibition. Mr. De Remont stated that he had selected a "Nena" cigar on account of its appearance and finish. Among owners of the plates appear the names of Mayor Martin Behrman, Bernard McCloskey and Ralph Schwartz, prominent attorneys, and the New Orleans Press Club.

Nick Maire, salesman for the Houma Cigar Company, of Houma, La., has returned from a trip through Louisiana parishes, where he says prospects are bright, and also that his firm has an excellent trade with the New Orleans jobbers.

Frederick Herbert, lately from Cuba, has established a cigar factory in Monroe, La. Mr. Herbert announces he will manufacture Havana stock. He has secured a location on South Grand Street, and hopes soon to increase his force to twenty-five men. Mr. Herbert formerly manufactured cigars in Cuba for the European trade, but he was forced to close down on account of chaotic trade conditions brought about by the war. He is most enthusiastic over his location in Louisiana, and expects to do good business in this State.

On December 15 the three-story building at 712-14-16 Gravier Street, occupied by U. Koen & Company, Inc., the largest tobacco house in the South, and the four-story building, 300-301 St. Charles Street, occupied by the United Cigar Stores, will be sold at public auction in a partition sale. However, the sale of the properties will in no wise affect either of the tobacco firms, as they are both protected by leases.

The Royal Cigar Store, Canal and Royal Streets, changed hands on December 1, the new proprietors being Charles de Lassus and V. F. Rocco. Mr. De Lassus has been in the cigar retailing trade here for the past ten years.

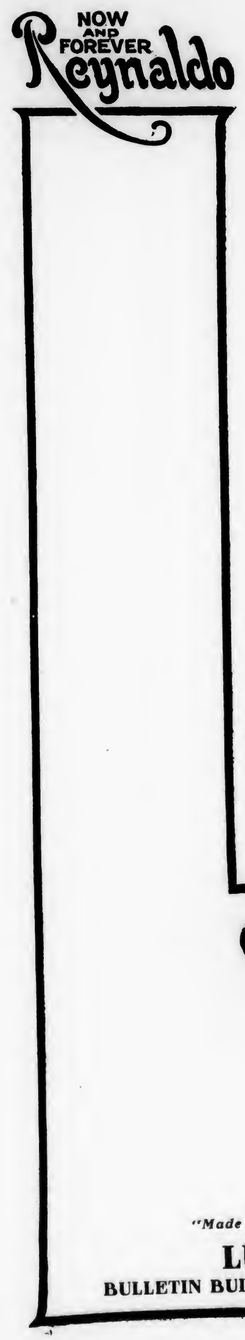
According to the ruling of the Assistant Attorney-General of Alabama, the Christian Peper Tobacco Company, and other tobacco companies, of Alabama, are not required to pay a special license of $1000 for the privilege of issuing premium coupons or tags. The ruling was made under Section 111 of the revenue license act enacted at the recent session of the legislature. It declared:

"The terms of this section . . . indicate that the business sought to be regulated and licensed is the issuance or selling of coupons to merchants for distribution to other persons or retail customers.

"In cases where coupons are issued as a mere incident to the sale of these goods and the actual transaction involved is the sale of these goods and not of the coupons, it could in no way be determined whether or not there are any receipts on account of the distribution of the coupons or how much such receipts might be.

"If the tobacco people do not sell the coupons for distribution by the retailer at the retailer's pleasure, they are not subject to the license under the act."

R. J. B.



Now and Forever
Reynaldo
MILD HAVANA CIGAR

"Made So Well This Generation, It Will Remain the Next Generation's Favorite"

LUCKETT, LUCHS & LIPSCOMB
BULLETIN BUILDING PHILADELPHIA

"La Internacional" a Southwest Leader

Kohlberg Brothers, the well-known cigar manufacturers, of El Paso, Texas, whose "Safety First" brand has been advertised to the trade, have also won recognition in the Southwest with their "La Internacional" cigar which is going strong throughout the section.

Westerners who have come East do not hesitate to pay tribute to the "La Internacional" and state without reservation that a cigar from the factory of Kohlberg Brothers is sufficient assurance of its quality for them.

It must give the manufacturers much pleasure to watch the steady growth of the demand for "La Internacional" cigars. Certainly it is a tribute to their manufacturing skill to produce a cigar which meets with the approval of smokers who know the best that Cuba, Tampa and the East can turn out.

Martin Cigar Company Opens Store at Moline, Ill.

Attractive and modern in every respect is the tenth tricity cigar store of George Martin, which store was recently opened at 505 Fifteenth Street, Moline, Ill. Natural curly oak is the dominating note in the furniture of the new stand, which in addition to its main line of cigar and tobacco products, is also to carry candies and magazines. The lighting system is the most modern that could be obtained, the well chosen fixture supplying a touch of excellence to the complete equipment of the store.

Mr. Martin will carry a number of brands of cigars, both clear Havana and domestic, and will also have a varied assortment of smoking tobaccos and other smokers' supplies. Attention will also be devoted to the candies and magazines.

On the opening day the store presented an inviting aspect, this being supplied by ferns and other plants which added to the pleasing appearance of the latest Martin development. Further supplementing this was a capital window display.

There were many visitors at the opening presided over by Arthur Anderson, the general manager, assisted by Andy Johnson, both of whom will guide the fortunes of the store. Among the visitors were Mr. Walter Frankling, representing Luckett, Luchs & Lipscomb, manufacturers of the well-known "Reynaldo" cigar, and S. B. McGinniss, representing the Deisel-Wemmer Company, manufacturers of the "El Verso" and "San Felice."

THE TOBACCO WORLD REGISTRATION BUREAU

The Tobacco World, established in 1881, has maintained a Bureau for the purpose of Registering and Publishing claims of the adoption of Trade-Marks and Brands for Cigars, Cigarettes, Smoking and Chewing Tobacco, and Snuff. All Trade-Marks to be registered and published should be addressed to The Tobacco World Corporation, 236 Chestnut Street, Philadelphia.

One Dollar for each title must accompany all applications. In case title or titles cannot be registered owing to prior registration, same will be returned immediately, less our usual charge for searching and return postage, or it will be credited if desired.

☞ Positively no responsibility assumed for errors, duplications or any controversies which might arise. We will not under any circumstances act in a legal capacity in cases concerning disputed titles. We maintain a bureau of records only.

REGISTRATIONS.

KIWANIS CLUB:—31,234. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. November 26, 1915. The Shields-Wertheim Co., Cleveland, O.

GOVERNOR SNYDER:—31,235. For cigars, cigarettes and tobacco. November 26, 1915. Bayuk Bros., Philadelphia, Pa.

PITTSBURGH SECRETS:—31,236. For cigars, cheroots and stogies. November 29, 1915. Union-American Cigar Co., Pittsburgh, Pa.

GREEN STRIPE:—31,237. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. December 1, 1915. Pasbach-Voice Litho. Co., New York, N. Y.

SANCHEZ GRANDE:—31,238. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. December 2, 1915. Pasbach-Voice Litho. Co., New York, N. Y.

COUNTRY EDITOR:—31,239. For cigars, chewing and smoking tobacco. December 2, 1915. Frank G. Schwartz, Lancaster, Pa.

LONG PEG:—31,240. For cigars. December 2, 1915. F. W. Murr, Rice Lake, Wisc.

2 SIXTY 9:—31,241. For cigars. December 2, 1915. J. Levitt, Philadelphia, Pa.

MARCA DEL HIDALGO:—31,242. For cigars, cigarettes and tobacco. December 2, 1915. Morris Goldstein, New York, N. Y.

EL CANDO:—31,243. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. December 4, 1915. Pasbach-Voice Litho. Co., New York, N. Y.

DO IT NOW:—31,244. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. December 4, 1915. Pasbach-Voice Litho. Co., New York, N. Y.

EL TABARD:—31,245. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. December 6, 1915. Pasbach-Voice Litho. Co., New York, N. Y.

OTOTO:—31,246. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. December 6, 1915. Pasbach-Voice Litho. Co., New York, N. Y.

ASHLESTO:—31,247. For cigars, cigarettes, chewing and smoking tobacco. December 9, 1915. Kaufman, Worms & Co., New York, N. Y.

ANTONIO WATERLOO:—31,248. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. December 10, 1915. Pasbach-Voice Litho. Co., New York, N. Y.

The "Smokarol" Wave

In years past the tobacco industry has witnessed many noteworthy feats in the matter of merchandising new goods, but it is safe to say that the record created by the Liggett & Meyers Tobacco Company during the past few weeks has set a mark which will stand for many years.

President C. C. Dula, of the company, has been in receipt of the most profound personal congratulations for the superb record made on these goods. The cleverness of offering the "Smokarol" pipes as a quick method of introducing "Velvet Smokarols" appears to have been the keynote of this campaign, but we learn unofficially that it is "Velvet Smokarols" which the company is pushing and not the pipes, as good as they are. However, the sale of over 600,000 "Smokarol" pipes in a few weeks, guarantees a tremendous output of "Smokarols" for the future, and this is being heavily augmented every day when the consumers are learning that "Smokarols" are just as well adapted for their favorite pipe.

The company has been using the very best mediums of the daily press in their advertising, and their copy has been most convincing.

Cigarette Trade in Egypt

"The Tobacco World" has received the following interesting letter from an occasional contributor to its columns, who is now with the Canadian troops in the Turkish cam-

"Alexandria, Egypt, November 5th, 1915.

Dear Editor:

As we leave tomorrow (?) for parts unknown somewhere in Gallipoli, I thought a few lines on the tobacco trade in Egypt at the present time might be of interest to you, if they pass the ever watchful eye of the censor.

The big factories of Egypt, as near as I can learn by close inquiry at the Bourse, are all running under full pressure, as the loss of any trade (retail) is made up by the number of troops, principally Australians, stationed throughout Egypt, which is their base.

There is an abnormal demand for English cigarettes and tobaccos, i. e., the products of W. D. & H. O. Wills and the Imperial Tobacco Company, this is also caused by the number of troops. The prices of English goods are quite high, however, owing to the budget, and the large retail stores of Alexandria and Cairo play upon this fact to introduce their native blends to the soldiers, who are gradually coming to appreciate Egyptian tobacco as much as their beloved Virginian blends.

The best sellers at present seem to be M. Melachrinos, Salonicas and Nestor Giancilis, which, however, are always popular brands.

I cannot tell you anything of our movements, except to say that we came from England on the 'Minnewaska', which carried me home to New York in 1910. It was a strange coincidence.

Kind regards to all.

K. H. B."

French Pipe Trade Expands in Antipodes

One of the unusual results of the war, says a French writer, is the remarkable expansion of the French pipe trade in Australia and the Antipodes, which according to this authority, has more than tripled since the war broke out and France and Britain clasped hands.

Strange as it may seem, the French soldiers have become enamored of the British bull-dog pipe, and are now using them in preference to all others, while the British soldiers, especially the Australian troops, have adopted the smoking of the French pipe to a remarkable degree. French pipes made either of meerschaum, cherry, briar or clay have found equal favor with the British troops, and those pipes which are embellished with carvings of the famous French generals are in such demand that it is impossible at present to keep up the supply. Sydney and Melbourne are particularly urgent in their requisitions for these goods.

MADE IN BOND

HAVANA CIGARS

Highest Quality
Best Workmanship

MADE BY

V. Guerra, Diaz & Co., Tampa, Fla.

The World's Standard Cigar

FLOR DE TABACOS DE PARTAGAS Y Cª HABANA

The Real Independent Factory in Havana

Cifuentes, Fernandez y Ca.

Calle De La Industria, 172-174

HABANA, CUBA

General Agent for United States and Canada

ROBERT E. LANE

115 BROADWAY, NEW YORK

Greetings

It is pleasant to recall the friendship and hearty support accorded us during the past year.

To you our loyal distributors and dealers who have remained so steadfast during the heavy rush periods we cannot be too fervent in our thanks, nor can we adequately express our appreciation.

May you enjoy every moment of the joyous holiday season and may the new year prove the happiest year of your life with many more to follow.

Bobrow Bros

BUSINESS OPPORTUNITIES

For Sale, Wanted and Special Notices

RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

Special Notices.

MONROE ADLER,
CIGAR BROKER,
186 N. La Salle St., Chicago, Ill. 6-17-he

LANCASTER STOGIE COMPANY,
MANUFACTURERS OF HIGH GRADE STOGIES,
120 Water St., Lancaster, Pa.

For Sale.

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 E. 78th St., New York. 9-1-tf

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

Wanted.

ADLER & MYERSON, INC.,
Buyers of Cuttings, Scraps and Siftings,
332 East Forty-eighth Street, New York City.

Situations Wanted.

POSITION WANTED—By a first-class manufacturer, as general superintendent. Thoroughly understands all branches of manufacturing, including hand-, suction-made and little cigars. First-class judge on tobacco and blendings. Box 97, "Tobacco World."

Help Wanted.

WANTED—Experienced cigar salesman for Philadelphia and vicinity. D. S. Erb & Co., Boyertown, Pa.

Trade Jottings

A new cigar store has been opened at Cooper Street and Spring Grove Avenue, Cincinnati, O., by Messrs. Stolz & Gutzwiller.

M. S. Heineman and F. F. Cosgrove, of Heineman Brothers, Baltimore, Md., were recent visitors to the trade of St. Paul, Minn.

Pleasing business is being done on the "Sanchez & Haya" cigar by the cigar stand located in the Lee-Huckins Hotel, Oklahoma City, Okla.

A local and suburban campaign, in the interests of its brands, is now being carried on at Boston, Mass., by the "44" Cigar Company, Philadelphia, Pa.

H. C. Armstrong, sales manager of the Liggett & Myers Tobacco Company, was a recent visitor to Cincinnati, O., territory, in the interests of his company.

"Sanchita," manufactured in Tampa, is being distributed locally among the wholesale trade of Nashville, Tenn., by the Matthews-Philips Company, of the latter city.

"Pflaum" is the title of a new 5-cent Havana cigar that is just now being introduced to the trade by Pflaum & Sons, Minneapolis, Minn. The "Pflaum" goes to the trade at $35 per thousand.

T. P. Marshall, distributor for the "El Palencia," manufactured by the Boltz-Clymer Company, Tampa, Fla., was recently in receipt of a visit from John Boltz, of the Boltz-Clymer Company.

Harry Meyers, of the D. Laughran Company, Inc., Washington, D. C., local distributors for the "Muriel" cigar, of the P. Lorillard Tobacco Company, states that they are doing an excellent business on this brand.

Louis Roberts, manager of the J. R. Brewster Cigar Store, 617 Second Avenue, Seattle, Wash., is a first-class booster for the well-known "Juan de Fuca" cigar, manufactured in bond by the Morgan Cigar Company, Tampa, Fla.

Ordinarily it would not be thought that "fruit" would prove a very profitable side line for a cigar store, but this innovation has been tried by the "State Cigar Company," which recently opened at Nashville, Tenn., and has so far proved a success.

From Detroit comes the announcement that Max Hirshburg will after January 1st next, represent John H. Goetze & Company, it being his intention to sever his connections with the company of G. Falk & Brother, whom he now represents.

Pleasing and attractive are the "Class" cigars, packed in tins of fifty, that are being offered to the trade by the Cordove Cigar Company, Denver, Col. The "Class," a nickel cigar, was only recently taken on for distribution by the Cordove Company.

The Mooney-Mueller-Ward Company, Indianapolis, Ind., recently, in introducing the "Dawn" cigar in that territory, which cigar is manufactured by Sig. C. Mayer & Company, Philadelphia, Pa., enjoyed the assistance of James Preston, of the latter company.

"Ignacio Haya," manufactured by the well-known firm of Sanchez & Haya, Tampa, Fla., is proving an effective sales-bringer for Fred Brooks, retailer, Jacksonville, Fla. Mr. Brooks has just taken on the "Americus" brand, also manufactured by the same company.

The B. F. Meyer Cigar and Importing Company, Denver, Col., local distributors for the brands of the I. Lewis Cigar Manufacturing Company, Newark, N. J., manufacturers of the "John Ruskin," "Flor de Melba," etc., were recently in receipt of a visit from William Moore, of the Lewis Company, who spent a few days with the Meyer Company, in the interests of the I. Lewis brands.

NEWMANN & GACH - **Fancy Connecticut Wrappers and Havana our Specialty** - **Chicago**

We Beg to Extend to the Trade Our Best Wishes for a Very Prosperous New Year

H. DUYS & COMPANY
170 Water Street
New York, N. Y.

COPENHAGEN

Chewing Snuff

We guarantee Copenhagen Snuff is now and always has been absolutely pure.

It is made of the best, old, rich leaf tobacco. The Snuff Process retains the good of the tobacco and expels the bitter and acid of natural leaf tobacco, making Copenhagen the **World's Best Tobacco for Both Chewing and Snuffing.**

Whenever a dealer has any difficulty in obtaining his supply of Copenhagen Chewing Snuff satisfactorily, we will help him if he will write us.

WEYMAN-BRUTON COMPANY

50 Union Square North — New York, N. Y.

A New Window Trimming Book

¶ The most useful window trimming book that has yet been offered to the public.

¶ This book contains a total of 150 background drawings and a number of small detail sketches.

¶ The first half of the book has the displays arranged in the order in which they should be installed.

¶ The backgrounds are arranged in such a way that anyone can follow them out.

¶ The editor has had more than twenty-five years' experience in every phase of window trimming and it has taken ten years' continuous work to prepare the drawings. Every merchant should possess a copy of "SHOW-WINDOW BACKGROUNDS". **Prepaid, $1.50.**

Tobacco World

236 Chestnut Street — Philadelphia

JOHN F. HEILAND & CO.

Lancaster County Fancy B's

LANCASTER, PENNA.

J. K. LEAMAN

Packer of and Dealer in **Leaf Tobacco**

Office and Salesroom

110-112 W. Walnut St., LANCASTER, PA.

Warehouse: Bird-In-Hand, Lancaster Co., Pa.

John F. Nissly & Co

Packers and Dealers in

LEAF TOBACCO

And Importers of HAVANA

No. 143 Market Street, Lancaster, Pa.

Established 1890 — Correspondence Solicited

KEYSTONE VARIETY WORKS

HANOVER, PENNA.

Cigar Ribbons, Silk Imitation and Muslinola Ribbon Printed or Stamped in Gold or Silver

Labels. Stock Cards. Give Us a Trial. We Want Your Opinion

THE YORK TOBACCO CO.

Packers and Jobbers in All Grades of **LEAF TOBACCO**

Office and Warehouse, 15 East Clark Avenue, YORK, PA.

MANUFACTURERS OF CIGAR SCRAP TOBACCO

For Genuine Sewed CIGAR BOXES, Go to — Established 1880

Keystone Cigar Box Co., Sellersville, Pa.

Our Capacity for Manufacturing Cigar Boxes is Always Room for One More Good Customer

MONROE D. SELLERS, SELLERSVILLE, PA.

The Standards of America

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs

MANUFACTURED BY

GEORGE W. HELME CO., 111 Fifth Ave., New York

Just as you judge a man by those with whom you see him, so—you know a cigar by the men who smoke it. In every place where gentlemen foregather, there are lovers of

EL ROI-TAN

Life is full of good things. Culture is the ability to perceive and appreciate the good. Men of discernment smoke EL ROI-TAN, because it is a cigar that furnishes comfort with refinement, and pleasure without repentance.

Mr. Cigar Dealer, why not let every customer—present and prospective—**know** that you sell Roi-Tan? Why not **feature** something that is so greatly in demand? Put a full row of Roi-Tans in your case—then keep track of your sales.

JOSE F. ROCHA Cable: "DONALLES"

Havana Leaf Tobacco

Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba

SAN MIGUEL 100 HABANA, CUBA

M. A. SUAREZ & CO.
(S. en C.,

Growers, Packers and Dealers in **Leaf Tobacco**

Figuras 39-41, Cable "CUETARA" Havana, Cuba

LOEB-NUÑEZ TOBACCO CO.

IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO

306 NO. THIRD STREET, PHILADELPHIA

K. STRAUS & CO.

Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

HIPPLE BROS. & CO.

Importers of Havana and Sumatra and
Packers of Seed Leaf Tobacco
Finest Retail Department in Pennsylvania

151 North 3d St., Philadelphia

For Quick Results
try The World's "Want Page"

A. Cohn & Company

Importers of Habana and Sumatra, Packers of Seed Leaf Tobacco and Growers of Georgia Sumatra

142 Water Street, . . . New York

Established 1870 Factory No. 79

S. R. KOCHER

Manufacturer of Fine Havana and Domestic Cigars and Packer of Leaf Tobacco

Leading brands—"Volitta," "Quaker," "Nabobs," "1-4-5," "Havana Cream," "Imperial Beauty," "Little Yara"

Correspondence with wholesale and jobbing trade invited

Factory and Offices: WRIGHTSVILLE, PA.

MANUEL MUNIZ HILARIO MUNIZ
VENANCIO DIAZ, Special Partner

MUNIZ HERMANOS
S en C
Growers and Dealers of
VUELTA ABAJO, PARTIDO
AND REMEDIOS TOBACCO
Reina 20, Havana

CABLE: "Angel" Havana P. O. Box 98

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

E. A. KRAUSSMAN Importer of
HAVANA TOBACCO
168 Water Street . . . . . New York

SCHELTEMA & QUANJER
Importers of Sumatra and Java Tobacco
180 WATER ST., NEW YORK, N. Y.

JULIUS MARQUSEE, 141 Water Street, New York
Packer and Dealer in All Grades of Seed Leaf Tobacco
TELEPHONE 3956 JOHN

Results THE TEST OF A GOOD TRADE PAPER
THE TOBACCO WORLD GETS RESULTS

CARDENAS y CIA Cable Address, "Nasdecar"

Almacen de Tabaco en Rama

SPECIALTY—VUELTA ABAJO AND ARTEMISA

124 AMISTAD ST. HABANA, CUBA

HEINRICH NEUBERGER

=Leaf Tobacco Merchant=

HAVANA, CUBA—Consulado 115

NEW YORK, No. 130 Water Street BREMEN, GERMANY

CigarRibbons Largest assortment of Plain and Fancy Ribbons
Write for Sample Card and Price List to Department W

WM. WICKE RIBBON COMPANY
Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain
WOODHAVEN AVENUE, GLENDALE, NEW YORK

GEO. SCHLEGEL
22nd St. and Second Ave.,
NEW YORK

MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
AND TRIMMINGS.

CHICAGO, 105 WEST MONROE STREET,
LOUIS G. CAVA, Mgr.

SOBRINOS de A. GONZÁLEZ
Founded 1868

LEAF TOBACCO MERCHANTS

Packers of VUELTA ABAJO, SEMI VUELTA, PARTIDO, and all varieties of Tobacco grown
————in the Santa Clara Province————

Cable Address "ANTERO"

WAREHOUSES and OFFICES
INDUSTRIA, 152, 154, 156, 158, HAVANA, CUBA

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

ERNEST ELLINGER & CO. Packers and Importers
OF HAVANA TOBACCO
Havana Warehouse, Salud 15. New York Office, 133-137 Front St.

Joseph Mendelsohn Louis A. Borneman
MENDELSOHN, BORNEMAN & CO.
HAVANA TOBACCO IMPORTERS
HABANA, AMISTAD 95 196 WATER STREET, NEW YORK

Manuel Alvarez & Co.
Importers and Packers of Havana Leaf
And Packers of Puerto Rican Tobacco
Havana Office: SAN MIGUEL 136 Puerto Rico Warehouse: CAYEY New York Office: 178 WATER STREET

E. L. NISSLY & SONS
GROWERS AND PACKERS OF
CHOICE CIGAR LEAF TOBACCO
Packing Houses: Lancaster, Florin. Main Office: Florin, Pa.

Critical Buyers always find it a pleasure to look over our samples
Samples cheerfully submitted upon request.

MILTON H. RANCK
Packer and Dealer in
Domestic Leaf Tobacco
Office: Cor. Duke and Chestnut Streets
LANCASTER, PENNA.
Packing Houses: Strasburg and Lancaster

Michaelsen & Prasse
Commission Merchants
Leaf Tobacco & Cigars
18 Obrapia Street, Havana, Cuba
Address: Cable "UNICUM" P. O. Box 28

MAXIMILIAN STERN
Havana Tobacco
Clavel No. 1, Havana, Cuba 165 Front Street, New York

ESTABLISHED 1877 NEW FACTORY 1904
H. W. HEFFENER & SON
Steam Cigar Box Manufacturers
AND MAKERS OF
Patented Wire Bound Shipping Cases
HOWARD & BOUNDARY AVE. YORK, PA.

HEYWOOD, STRASSER & VOIGT LITHO. CO.
26TH STREET & 9TH AVENUE, NEW YORK
MANUFACTURERS OF
CIGAR BOX LABELS
BANDS AND TRIMMINGS
WESTERN OFFICE, 167 W. WASHINGTON ST. CHICAGO ILL.
PHILADELPHIA OFFICE, 420 DREXEL BUILDING.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Established 1834
WM. F. COMLY & SON Auctioneers and Commission Merchants
27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

Parmenter Wax-Lined
Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

Havana Warehouse Monte 167
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M. LOPEZ & CO.
Formerly of
CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJO TOBACCOS
90 Wall St., New York

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37TH ST. BROOKLYN, N.Y.
CIGAR LABELS & BANDS
BRANCH OFFICE
170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR LABELS OF HIGHEST QUALITY CIGAR BANDS SHOW CARDS FOLDING BOXES, ETC.
WM. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST
EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY
These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in THE TOBACCO WORLD. :-: No bogus Advertising admitted.

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